COMMUNICATION, BA

Communication is a broad field, covering all of the different ways humans can exchange information - orally, through written word, and through nonverbal and visual cues. The study of communication involves the analysis of the communication patterns, settings, and tools that people use. Regardless of industry, in survey after survey, almost every employer ranks communication skills as one of their top three criteria when hiring.

Communication students at UWM not only graduate with top-notch communication skills, but they also have a thorough understanding of communication as a process and as a system. They are the individuals who can work with all types of people, bringing out their best. Communication majors go on to all types of work, but the common denominator is that their work most likely involves lots of interaction with others. Sales, marketing, media, public relations, human resources, mediation, law, journalism, merchandising, advertising, education, public office, and social welfare are just a few of the most popular post-college careers. At UWM, students can focus their Communication electives around four tracks: interpersonal communication; rhetoric and public communication; intercultural communication; or technology and communication. The Communication major can be completed entirely online if desired. Or, students can mix-and-match online and in-person classes in whatever combination they wish.

Course of Study – Bachelor of Arts Degree

Complete 120 credits including 90 credits in the College of Letters & Science and with 36 of the 90 credits in L&S upper-level (numbered above 300) courses. The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major. Students are also required to complete University-wide General Education Requirements and the specific L&S requirements listed below.

To complete a major, students must satisfy all the requirements of the major as stated in this catalog. Students who declare their majors within five years of entering the UW System as a degree candidate may satisfy the requirements outlined in any catalog issued since the time they entered. Credits used to satisfy the major also may be used to satisfy other degree requirements.

University General Education Requirements (GER)

Code	Title	Credits
Oral and Written Communication		
Part A		
Achieve a grade of C or better in the following course:		
ENGLISH 102	College Writing and Research (or equivalent)	
Part B		
Course designated as OWC-B; may be completed through a major-specific course requirement		
Quantitative Literacy		
Part A		
Earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course, or achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department)		
MATH 102	Mathematical Literacy for College Students II	
MATH 103	Contemporary Applications of Mathematics	
MATH 105	Introduction to College Algebra	
MATH 108	Algebraic Literacy II	
MATH 111	Introduction to Logic - Critical Reasoning [1]	
or PHILOS 111	Introduction to Logic - Critical Reasoning	
MATH 116	College Algebra	
Or equivalent course		
Part B		
Course designated as QL-B; may be completed through a major-specific course requirement		
Arts		
Select 3 credits		3
Humanities		
Select 6 credits		6
Social Sciences		
Select 6 credits		6
Natural Sciences		
Select 6 credits (at least two courses including one lab)		6
UWM Foreign Language Requirement		
Complete Foreign Language Requirement through:		
Two years (high school) of a single foreign language		
Two semesters (college) of a single foreign language		
Or equivalent		
UWM Cultural Diversity Requirement		
One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement		

[1] Math 111 and Philosophy 111 are jointly offered and count as repeats of one another. Students cannot receive credit for both courses.

College of Letters & Science Requirements

I. English Composition Requirement

Students must satisfy the English Composition Requirement with one of the following options:

1) Completing ENGLISH 102 with a grade of C or higher; or

2) by placing beyond ENGLISH 102 on the English Placement Test (EPT) (or other assessment as determined by the English Department); or

3) transferring a course of at least 2.5 equivalent credits from another institution that is equivalent to English 102, or a UWM higher-level expository writing course, with a grade of C or higher.

Note: *This requirement is the same as the University General Education Requirement for Oral and Written Communication Part A. The College of Letters & Science does not have a specific requirement for a writing course beyond English 102, but students must complete the university-wide requirement for Oral and Written Communication Part B listed above.*

II. Mathematics and Formal Reasoning

To satisfy the Mathematics and Formal Reasoning Requirement, students must satisfy the following two requirements:

1. Achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department) or earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course:

Code	Title	Credits
MATH 102	Mathematical Literacy for College Students II	3
MATH 103	Contemporary Applications of Mathematics	3
MATH 105	Introduction to College Algebra	3
MATH 108	Algebraic Literacy II	3
MATH 111	Introduction to Logic - Critical Reasoning [1]	3
or PHILOS 111	Introduction to Logic - Critical Reasoning	
MATH 116	College Algebra	3
MATH 175	Mathematical Explorations for Elementary Teachers I	3

[1] Math 111 and Philosophy 111 are jointly offered and count as repeats of one another. Students cannot receive credit for both courses.

Note: *This requirement is the same as the University General Education Requirement for Quantitative Literacy Part A, listed above.*

2. Complete one course (at least 3 credits) at the 200 level or above chosen from courses in Mathematics, PHILOS 211, or Letters and Science statistics courses:

Code	Title	Credits
Complete one of the following:		
3 or more credits in any 200-level or above Math course		
AFRIC 220	Introduction to Statistics in African and African Diaspora Studies	
ANTHRO 568	Introduction to Anthropological Statistics	
BIO SCI 465	Biostatistics	
ECON 210	Economic Statistics	
GEOG 247	Quantitative Analysis in Geography	
HIST 595	The Quantitative Analysis of Historical Data	
MTHSTAT 215	Elementary Statistical Analysis	
PHILOS 211	Elementary Logic	
POL SCI 390	Political Data Analysis	
POL SCI 392	Survey Research	
PSYCH 210	Psychological Statistics	
SOCIOL 261	Introduction to Statistical Thinking in Sociology	

Note: *This requirement is NOT the same as the University General Education Requirement for Quantitative Literacy Part B. To complete the BA, students must take one of the L&S approved courses.* **Not all of the courses listed here will satisfy the QL-B requirement**.

III. Foreign Language Requirement

Placement testing may be used to satisfy all or part of this requirement. Language courses (including American Sign Language) other than English taken in high school may be used to satisfy all or part of this requirement. One year of high school language equates to one semester of college work.

Completion of the L&S Language Requirement also satisfies the university-wide Foreign Language GER, but not vice versa.

Code	Title	Credits
Completed in one of the following ways:		0-18
Successful completion of the 4th semester of college work or equivalent in one language other than English (including American Sign Language)		
Successful completion of the 3rd semester of college work or equivalent in one language other than English (including American Sign Language) PLUS the 2nd semester of college work or equivalent in another language other than English (including American Sign Language)		

IV. International Requirement

See Approved Courses for the L&S International Requirement (https://catalog.uwm.edu/letters-science/approved-courses-international-requirement/) for course options.

Code	Title	Credits
Completed in one of the following ways:		9
Complete 3 courses (min. 9 cr) in a single foreign language (not including literature-in-translation or American Sign Language) at the 3rd semester level and above		
Complete 3 non-language courses (min. 9 credits) with an international content chosen from at least 2 curricular areas.		
Complete 9 credits in combination of the two options above.		

V. Breadth Requirement

Along with completing the University General Education Requirements of 3 credits in the Arts (A); 6 credits in the Humanities (HU), Social Sciences (SS), and Natural Sciences (NS/NS+); and a course with the Cultural Diversity (CD/+) designation, L&S students must complete the Breadth requirement.

Code	Title	Credits
Arts		
Select 3 credits		3
Humanities		
Complete 12 credits of L&S courses with Humanities Breadth designation; no more than 6 credits from a single subject area. *		12
Social Sciences		
Complete 12 credits of L&S Courses with Social Science Breadth designation; no more than 6 credits from a single curricular area. *		12
Natural Sciences		
Complete 12 credits of L&S Courses with Natural Sciences Breadth designation, including at least one laboratory or field course; no more than 6 credits from a single curricular area. *		12
Cultural Diversity		
Complete 3 credits in a course with Cultural Diversity (CD) designation. **		3

* Students should check their course selections carefully with the list of approved L&S Breadth Courses (https://catalog.uwm.edu/letters-science/breadth-requirement-course-list/). Students are advised to

select at least 6 credits worth of courses in each of the Humanities, Social Science, and Natural Sciences areas that can satisfy both the campus-wide General Education Requirements and the L&S Breadth requirement.

** Students are advised to select a course that satisfies the Cultural Diversity requirement as well as a Humanities or Social Science breadth/GER requirement.

VI. The Major

The College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the major attempted at UWM. In addition, students must attain a 2.0 GPA on all major credits attempted, including any transfer work. Individual departments or programs may require higher GPAs for graduation. Some departmental majors require courses from other departments. Contact your major department for information on whether those credits will count as part of the major GPA. The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major.

Research Requirement

Within their majors, students must complete a research experience approved by the L&S faculty. A list of courses satisfying the research requirement in each major can be found here (https://catalog.uwm.edu/letters-science/approved-courses-research-requirement/).

VII. The Minor

The College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the minor attempted at UWM. In addition, students must attain a 2.0 GPA on all minor credits attempted, including any transfer work.

Communication Major Requirements

A major in communication consists of at least 36 credits in communication courses. At least 18 of the 36 credits must be numbered 300 or above, 15 of these taken in residence at UWM.

Graduation with a major in Communication requires a cumulative GPA of at least 2.0 in all communication courses attempted at UWM as well as a 2.0 GPA in all major credits attempted, including any transfer work. All courses in the major, with the exception of COMMUN 298, must be taken for graded credit. The College of Letters and Science requires that students complete a research experience in their major. The Department of Communication has structured COMMUN 335, COMMUN 370, and COMMUN 372 to satisfy that requirement. In these courses, students must produce a written final research paper that involves conducting independent research in addition to evaluating research in the field and integrating it with their findings. Students will present their research in oral form to their course colleagues.

Code	Title	Credits
Required		
COMMUN 101	Introduction to Interpersonal Communication	3
COMMUN 103	Public Speaking	3
COMMUN 105	Business and Professional Communication	3
Select one of the following:		3
COMMUN 335	Critical Analysis of Communication	
COMMUN 370	Quantitative Research in Communication	
COMMUN 372	Qualitative Research in Communication	
Electives		
Select 24 credits from across the communication curriculum		24
Total Credits		**36**

A maximum of 6 credits earned in any combination of the following courses may count toward the minimum number of credits required for the major in communication:

Code	Title	Credits
COMMUN 199	Independent Study	1-3
COMMUN 288	Research Practicum	1-3
COMMUN 296	UROP Apprenticeship	1-3
COMMUN 298	Internship in Communication	1-3
COMMUN 597	Practicum in Teaching Communication	1-3
COMMUN 588	Research Practicum	1-3
COMMUN 698	Internship in Communication	3
COMMUN 699	Advanced Independent Reading	1-3

Cross-listed Courses

The following courses offered in other subjects may be used to fulfill the requirements of the undergraduate major in Communication.

Code	Title	Credits
JAMS 111	Gender and the Media	3
JAMS 113	Internet Culture	3

Letters & Science Advising

During your time at UWM, you may have multiple members of your success team, including advisors, peer mentors, and success coaches. Letters and Science students typically work with at least two different types of advisors as they pursue their degrees: professional College Advisors and Faculty Advisors. L&S College Advisors advise across your entire degree program while departmental Faculty Advisors focus on the major.

College Advisors are located in Holton Hall and serve as your primary advisor. They are your point person for your questions about navigating college and completing your degree. College Advisors will:

- assist you in defining your academic and life goals;
- help you create an educational plan that is consistent with those goals;
- assist you in understanding curriculum, major and degree requirements for graduation, as well as university policies and procedures;
- provide you with information about campus and community resources and refer you to those resources as appropriate; and
- monitor your progress toward graduation and completion of requirements.

Faculty Advisors mentor students in the major and assist them in maximizing their development in the program. You will begin working with a Faculty Advisor when you declare your major. Faculty Advisors are an important partner and will:

- help you understand major requirements and course offerings in the department;

- explain opportunities for internships and undergraduate research and guide you in obtaining those experiences; and
- serve as an excellent resource as you consider potential graduate programs and career paths in your field.

Students are encouraged to meet with both their College Advisor and Faculty Advisor at least once each semester. Appointments are available in-person, by phone or by video.

Currently enrolled students should use the Navigate360 website (https://uwm.edu/navigate360/) to make an appointment with your assigned advisor or call (414) 229-4654 if you do not currently have an assigned Letters & Science advisor. Prospective students who haven't enrolled in classes yet should call (414) 229-7711 or email let-sci@uwm.edu.

Honors in the Major

Communication majors who want to graduate with honors in the major must attain a 3.000 GPA on all UWM graded credits attempted, a 3.750 GPA on all coursework taken to complete the major, and a 3.750 GPA on advanced (300 level and above) courses in the major. A minimum of 24 credits, at least 15 at the 300-level or above, in communication courses must be taken in residence at UWM.

College of Letters and Science Dean's Honor List

GPA of 3.750 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (https://catalog.uwm.edu/honors-college/) section of this site.

Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.