

Integrated Strategic Communication, Advertising Emphasis, B.A., Major

The following is a hypothetical schedule, based on the 2018-2019 catalog. It assumes no transferred credits, no requirements waived by placement tests, and no courses taken in the summer. UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that will enable prepared students to fulfill their requirements in a timely period. This is just a guide. Please consult your advisor, the catalog, and your degree audit for specific requirements.

FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER		
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
WRIT 114/116	Blugold Seminar (S1)	5	CJ 260	Introduction to Integrated Strategic Communication	3
Math 104, 106 or 108	Mathematics (S2)	4	CJ 202 or 203	Fundamentals of Public Speaking or Fundamentals of Human Communication (S1)	3
CJ 184	Multimedia Communication (S3)	3	LE Core Elective	Equity, Diversity, Inclusivity (R1)	3
LE Core Elective	Social Sciences (K2)	3	LE Core Elective	Natural Sciences (K1)	3-4
			LE Core Elective	Integration (I1)	1-3
TOTAL		15	TOTAL		13-16

SECOND YEAR

FIRST SEMESTER			SECOND SEMESTER		
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
Lang 101	BA Requirement and S1	4	Lang 102	BA Requirement	4
CJ 300	Research Methods	3	CJ 373	Writing for ISC	3
LE Core Elective	Humanities (K3)	3	Course in second program	Course in minor or certificate	3
LE Core Elective	Social Sciences (K2)	3	LE Core Elective	Diversity, Equity and Inclusivity (R1)	3
Elective credits	Any 3 credit course	3	LE Core Elective	Humanities (K3)	3
TOTAL		16	TOTAL		16

THIRD YEAR

FIRST SEMESTER			SECOND SEMESTER		
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
CJ 362	Strategic Media Planning	3	CJ 413	Mass Media Ethics and Law (R3)	3
Communication and Journalism Elective	Choice of any course with CJ prefix not already included in major program	3	CJ 365 OR 374 OR 380 OR 460	Advertising Message Strategy OR ISC Campaign Design and Evaluation OR Visual Communication Design OR Advertising Account Management	3
Course in second program	Course in minor or certificate	3	Course in second program	Course in minor or certificate	3
LE Core Elective	Natural Sciences (K1) with lab	3-4	Course in second program	Course in minor or certificate	3
LE Core Elective	Fine Arts (K4)	3	LE Core Elective	Global Perspectives (R2)	3
TOTAL		15-16	TOTAL		15

FOURTH YEAR

FIRST SEMESTER			SECOND SEMESTER		
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
Communication and Journalism Elective	Choice of any course with CJ prefix not already included in major program	3	CJ 464	Advertising in Contemporary Society	3
Course in second program	Course in minor or certificate	3	CJ 479	ISC Management (S3, I1)	3
Course in second program	Course in minor or certificate	3	Course in second program	Course in minor or certificate	3

Elective credits	Any 3 credit course	3	Course in second program	Course in minor or certificate	3
			Elective credits	Any 3 credit course	3
TOTAL		12	TOTAL		15

RECOMMENDATIONS FOR OPTIONAL HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs.

NOTES

- Students must complete 39 credits in courses above the 300 level in order to complete their degree. Those credits may be accumulated in major courses, minor courses, liberal education electives or general elective credits. Levels of major elective, minor elective, liberal education and general elective credits are not indicated on this guide. The student and advisor will monitor progress toward that requirement.
- If a student selects a certificate rather than a minor, there will be fewer required credits in the second program than are reflected on this guide.
- Depending on selection of electives and second program courses, some liberal education requirements may be satisfied by a major or second program course. The student and advisor will monitor those opportunities.
- Students must complete 120 credits in order to complete their degree. The low range of credits on this guide does not total 120.

Liberal Education Core (LE Core)

The LE Core comprises 17 learning experiences across 11 learning outcomes. Students must complete a minimum of 36 credits in courses approved for the LE Core.

- K1 – Natural Sciences; two experiences (one lab science experience is required in K1 or K2).
- K2 – Social Sciences; two experiences (one lab science experience is required in K1 or K2).
- K3 – Humanities; two experiences.
- K4 – Fine Arts; one experience.
- S1 – Written and Oral Communication; two experiences (one experience must satisfy the University writing requirement).
- S2 – Mathematics; one experience (must satisfy the University math competency requirement).
- S3 – Creativity; one experience (can be fulfilled in a student's major).
- R1 – Equity, Diversity, and Inclusivity; two experiences (one experience must meet the UW System Design for Diversity (DD) requirement).
- R2 – Global Perspectives; one experience.
- R3 – Civic and Environmental Issues; one experience.
- I1 – Integration; two experiences (one experience can be fulfilled in a student's major).

Additional LE Core Information

- Most LE Core learning experiences are course based, and many courses meet more than one learning outcome (e.g., K3 and R2 or K1 and R3).
- Some learning experiences can also be met outside of a traditional course (e.g., undergraduate research (S3), study abroad (I1)).
- S1 – An English placement score that fulfills the University writing requirement fulfills one S1 experience.
- S1 – A foreign Language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.
- S1, R2 – A foreign language placement score that qualifies the student to enter the 202 level satisfies one experience in S1 and the R2 experience.
- S2 – A math placement score that qualifies the student to enter Math 111, 112, 113 or 114 fulfills the S2 experience.
- S3 – Completion of two credits from any approved music ensemble fulfills the S3 experience.
- I1 – Any semester long study abroad program can fulfill one I1 experience.