

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

The following is a hypothetical schedule, based on the 2019-2020 catalog. It assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, and no remedial courses that may be required. 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, your degree audit, and the catalog to create your personalized degree plan. Note: In order to complete their degrees in four years, students should plan to take 15 credits each semester or 30 credits each year.

FIRST YEAR

SOME TIME IN THE FIRST YEAR:

Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
CJ 184	Multimedia Communication (S3)	3	CJ 202 or 203	Fundamentals of Public Speaking or Fundamentals of Human Communication (S1)	3
WRIT 114/116	Blugold Seminar (S1)	5	LE Core Elective	Equity, Diversity, Inclusivity (R1)	3
Math 104, 106 or 108	Mathematics (S2)	4	LE Core Elective	Natural Sciences (K1)	3
LE Core Elective	Social Sciences (K2)	3	LE Core Elective	Integration (I1)	3
LE Core Elective	Humanities (K3)	3			
			TOTAL FIRST YEAR		30

SECOND YEAR

FIRST SEMESTER			SECOND SEMESTER		
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
CJ 260	Introduction to Integrated Strategic Communication (ISC)	3	CJ 300	Research Methods	3
Lang 101	BA Requirement and S1	4	Lang 102	BA Requirement	4

SOME TIME IN THE SECOND YEAR:

Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
LE Core Elective	Humanities (K3)	3	Course in second program	Course in minor	3
LE Core Elective	Social Sciences (K2)	3	LE Core Elective	Equity, Diversity and Inclusivity (R1 + DD)	3
Course in second program	Course in minor	3			
			TOTAL SECOND YEAR		29

THIRD YEAR

SOME TIME IN THE THIRD YEAR

Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
CJ 365 OR 374 OR 380 OR 460	Advertising Message Strategy ISC Campaign Design and Evaluation Visual Communication Design Advertising Account Management	3	CJ 373	Writing for ISC	3
CJ 362	Strategic Media Planning	3	CJ 413	Media Law and Ethics (R3)	3
Communication and Journalism Elective	Choice of any course with CJ prefix not already included in major program	3	LE Core Elective	Fine Arts (K4)	3
Course in second program	Course in minor	3	Course in second program	Course in minor	3
LE Core Elective	Natural Sciences (K1) with lab	4	LE Core Elective	Global Perspectives (R2)	3
			TOTAL THIRD YEAR		31

FOURTH YEAR**SOME TIME IN THE FOURTH YEAR**

Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs
CJ 464	Advertising in Contemporary Society	3	CJ 479	ISC Management (S3, I1)	3
Communication and Journalism Elective	Choice of any course with CJ prefix not already included in major program	3	Course in second program	Course in minor	3
Course in second program	Course in minor	3	Course in second program	Course in minor	3
Course in second program	Course in minor	3	Elective credits	Any 3 credit course	3
Elective credits	Any 3 credit course	3	Elective credits	Any 3 credit course	3
			TOTAL FOURTH YEAR		30

RECOMMENDATIONS FOR 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. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like [Study Abroad](#), [Intercultural Immersion](#), [Internship](#), and/or [Student/Faculty Collaborative Research](#) into your time at UW-Eau Claire.

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).
- SL—Service Learning; 30 hours

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.