Communication

Interested in This Major?
Contact the Department of Communication:

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phone: 414-229-4261
email: commdept@uwm.edu
web: communication.uwm.edu

What is Communication?
Communication is the study of human symbolic behavior. Communication courses train students to communicate more effectively; to understand and use various formats of communication including oral, written, nonverbal and visual; and to analyze human communication patterns in educational, interpersonal, inter-cultural, group, organization, rhetorical and public settings.

Communication or Mass Communication
At some universities, journalism/mass communication and communication are combined into the same department. At UWM, however, these two areas work closely together but are separate departments. The Department of Journalism, Advertising and Media Studies (JAMS) houses courses on journalism, broadcasting, advertising, media studies and public relations. Courses in the Department of Communication cover interpersonal communication, intercultural communication, health communication, organizational communication and rhetoric.

Many communication majors minor in JAMS, and many JAMS majors minor in communication.

Career Opportunities
We live in an information-based global society. The job candidates in any industry who will be in the highest demand are those who can read, write, process information digitally and intellectually, and effectively share information with colleagues and customers. These skills are the heart of the study of communication.

The majority of communication majors get jobs in business and industry. Careers in business include: sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, corporate communication specialist, customer service representative, publications editor, corporate trainer, human resources manager, mediator and buyer. Communication majors also go into advertising, public relations, education, government/politics, health information management, international relations and negotiations, law, social and human services, and technical communication.

Our Program
UWM’s communication curriculum is organized around five broad areas:

- **Organizational/Professional Communication** probes communication challenges facing 21st-century profit and nonprofit organizations ranging from management issues, the impact of technological innovation, workforce training and team building. This specialty provides appropriate training for students who intend to go on for a graduate degree in organizational, technological or small group communication studies.

- **Intercultural/Global Communication** focuses on communication across cultures and nations as well as among diverse groups within a culture. Theory courses are complemented by classes on cultural adjustment, cross-cultural training and globally-shared problems (i.e., AIDS).

- **Interpersonal Communication/Conflict Management** focuses on individual-to-individual communication rather than groups. Interpersonal communication is fundamental to marriage, friendship and the employee/employer relationship. Conflict mediation and the study of social influence are central to this specialty.

- **Rhetoric/Public Communication** analyzes communication in public arenas such as politics, popular culture, social movements and the courts. Classically-grounded theories such as argumentation, persuasion and public address are taught along with post-modern theories.
and approaches consistent with more recent developments such as the internet and feminism.

*Health Communication* provides insight into the relationships and processes that influence health care. Classes cover topics such as the effect of illness on relationships, caregiver and patient relationships, and the role of social support. Students also explore cultural and diversity issues in health care, organizational relationships and leadership styles, the influence of popular culture on health beliefs and practices, and the development and implementation of health campaign messages.

**Preparatory Courses**

Before declaring a major or minor in communication, students must complete the following courses with a B- or better:

- Commun 101 – Intro to Interpersonal Communication
- Commun 103 – Public Speaking
- Commun 105 – Business and Professional Communication

Students must also complete a total of 15 credits toward the degree before declaring the major or minor.

**Requirements for the Major**

The major requires 36 credits in communication courses including the preparatory classes (Commun 101, 103 and 105). Students also must take either Commun 335(635): Critical Analysis of Communication or Commun 370: Quantitative Research in Communication to fulfill the research requirement of the degree. The remaining classes are chosen from an extensive list of electives. At least 18 of the 36 credits must be numbered 300 or above, and at least 15 advanced credits must be taken in residence at UWM.

**Requirements for the Minor**

A minor requires at least 18 credits in communication courses. In addition to completing Commun 101, 103 and 105, students are required to complete at least 9 credits numbered 300 or above while in residence at UWM.

**Research Opportunities**

The department is an active partner with UWM’s Office of Undergraduate Research. Students can participate in hands-on learning in a research environment with faculty members and graduate students. This unique opportunity to work on current research is not available to undergraduates at many other universities. Recent projects include:

- *HIV Education and Prevention* – Students collected literature and learned coding procedures and statistical analysis to contribute to this project that sought to make recommendations and evaluations of worldwide HIV education programs.

**Internships**

Internships are intended to introduce students to the workplace, inform their career choice and forge connections between classroom theory and professional work. Internships can be in nonprofit or for-profit organizations and either paid or unpaid. Previous internship sites include:

- March of Dimes
- Northwestern Mutual
- Junior Achievement
- 620 WTMJ Newsradio
- Kohler Company
- National MS Society
- Summerfest
- Elmbrook School District
- Direct Supply
- National MS Society
- Six Flags Theme Parks

Students are responsible for finding an appropriate internship location; assistance is available through UWM’s Center for Career Development.

**Scholarships**

UWM scholarships are awarded at the campus, college, and department levels. The following scholarships are awarded through the Department of Communication. Contact the department for criteria and application information.

- **Frank E. X. Dance Scholarship Fund** – provides support for research for majors who have demonstrated academic excellence. Averages $1,000.
- **Randy & Joanne Parlee Scholarship** – for majors who excel in academic and civil pursuits. Averages $2,000.
- **John Paul Jones Memorial Trust** – provides, on average, $100 to cover a personal financial emergency.
- **Amelia Lucas Trust Fund** – for majors with a financial need associated with conducting and presenting research. Averages $200.
- **John R. Johnson Research Award** – supports travel to conferences to present research. Averages $1,000.
This sample four-year plan shows just one possible pathway to earning a degree with this major in four years. This plan does not replace the advice of your advisor, and students are cautioned to meet regularly with their advisor to create a personalized plan that matches their particular circumstances. This plan also follows the degree requirements for students who began their UWM education in Fall of 2013 or later. If you started at UWM prior to Fall of 2013, your degree requirements may be different.

**Degree Requirements (brief summary):**

1. English Proficiency and UWM Oral and Written Communication (OWC) GER - English 102 (OWC-A) and one OWC-B course
2. Math Proficiency and UWM Quantitative Literacy (QL) GER - Math 102, 103, 105, or 108 (QL-A) and a QL-B course
3. Formal Reasoning - 3 credits (Some courses satisfy both formal reasoning and the QL-B GER)
4. Foreign Language - 4 semesters of a single Foreign Language (or 3 semesters of one language and 2 semesters of another language)
5. L&S Humanities – 12 credits
6. L&S Social Sciences – 12 credits
7. L&S Natural Science – 12 credits including a laboratory
8. L&S International – 9 credits usually accomplished with third and fourth semesters of foreign language and 3 credits in a Humanities or Social Science course
9. UWM Arts GER – 3 credits
10. UWM Cultural Diversity GER – 3 credits usually accomplished in conjunction with a Humanities or Social Science course
11. 120 credits including 90 credits in L&S and with 36 of the 90 credits in L&S upper-level (numbered above 300) courses
12. Complete the Communication major requirements
   - 36 credits with at least 18 at the 300 level or above with 15 completed at UWM
   - Communication 101 with a grade of B- or better
   - Communication 103 with a grade of B- or better
   - Communication 105 with a grade of B- or better
   - One of Communication 335 or 370
   - 15 Communication Elective credits at the 300 level or above
   - 9 Communication Elective credits

**Sample Four Year Plan:**

There are hundreds of courses that satisfy various requirements (http://www4.uwm.edu/letsci/requirements/), and courses in the major can be used. For example, Communication 103 counts as Humanities and Communication 105 counts as Social Science. (This sample assumes no high school Foreign Language was taken and that the student placed into college-level Math and English.)

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<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td><strong>Year 1</strong></td>
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<tr>
<td>English 101</td>
<td>English 102 (OWC-A)</td>
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<tr>
<td>Math 102, 103, 105 or 108 (QL-A)</td>
<td>LS&amp; Formal Reasoning Course</td>
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<tr>
<td>1st semester Foreign Language</td>
<td>2nd semester Foreign Language</td>
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<tr>
<td>L&amp;S Social Science, not Commun</td>
<td>L&amp;S Natural Science</td>
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<td>Commun 103 (HU)</td>
<td>Commun 101 (SS)</td>
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<td><strong>Year 2</strong></td>
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<td>OWC-B course</td>
<td>L&amp;S Humanities, not Commun</td>
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<tr>
<td>3rd semester Foreign Language (Int'l)</td>
<td>4th semester Foreign Language (Int'l)</td>
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<tr>
<td>L&amp;S Natural Science with lab</td>
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<tr>
<td>Commun 105 (SS)</td>
<td>L&amp;S Social Science/Cultural Diversity, not Commun</td>
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<tr>
<td>Elective</td>
<td>Commun elective</td>
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<td><strong>Year 3</strong></td>
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<td>Commun 370 (QL-B)</td>
<td>L&amp;S Social Science/International, not Commun</td>
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<tr>
<td>Commun upper-level elective</td>
<td>Arts GER</td>
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<tr>
<td>L&amp;S Natural Science</td>
<td>Commun upper-level elective</td>
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<tr>
<td>L&amp;S Humanities, not Commun</td>
<td>L&amp;S upper-level elective</td>
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<td>Elective</td>
<td>Commun 362 (HU)</td>
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<td><strong>Year 4</strong></td>
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<tr>
<td>Commun upper-level elective</td>
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(HU) Humanities GER
(SS) Social Science GER

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