



University of Wisconsin Whitewater

College of Arts and Communication

Sample Four-Year Plan JOURNALISM MAJOR, ADVERTISING EMPHASIS

This four-year plan **illustrates the type of curriculum a new freshman** would take to complete a degree in four years; it is not an official document. Refer to the Academic Advising Report and department website for detailed requirements.

Transfer students may have different general education requirements than those listed. Refer to your Advising Report for requirements specific to you.

1st Semester	Credits	2nd Semester	Credits
ENGLISH 101, Freshman English	3	ENGLISH 102, Freshman English	3
MATH 139, 140, or 141	3-4	GL LAB SCIENCE	4-5
GEN ED CORE (GenEd 110, 130, or 120/140)	3	GEN ED CORE (GenEd 110, 130, or 120/140)	3
GENED Elective (Comm 131, GS, is suggested)	3	GEN ED CORE (GenEd 110, 130, or 120/140)	3
INTRAUNV 104, New Student Seminar	1	GENED Elective	3
PEGENRL 192, Personal Health & Fitness	1		
Average Semester Total	15	Average Semester Total	15
3rd Semester	Credits	4th Semester	Credits
Journalism 220, Foundations of Advertising	3	Journalism 241, Elec Media Copywriting	3
Comm 110, Intro to Human Communication	3	Major Communication & Diversity Elective	3
GM or GL, Quantitative or Technical Reasoning	3-5	College Requirement for BA or BS	2-3
GENED Elective	3	College Requirement for BA or BS	2-3
GENED Elective	3	Class for Minor	3
Average Semester Total	15	Average Semester Total	15
5th Semester	Credits	6th Semester	Credits
Journalism 309, Media Ethics	3	Journalism 322, Media Planning & Buying	3
Journalism 320, Advertising Copywriting & Layout	3	Class for Minor	3
Comm 275, Adv & PR Research Literacy	3	Major Theory Elective	3
GEN ED 390, World of Ideas	3	College Requirement for BA or BS	2-3
Class for Minor	3	Class for Minor	3
Average Semester Total	15	Average Semester Total	15
7th Semester	Credits	8th Semester	Credits
Journalism 364, Ad & PR Account Management	3	Journalism 423, Advertising Campaigns	3
Major Applied Elective	3	Class for Minor	3
Major Applied Elective	3	Class for Minor	3
Class for Minor	3	Elective to reach 120 credits, as needed	3
Class for Minor	3	Elective to reach 120 credits, as needed	3
Average Semester Total	15	Average Semester Total	15

Department Website: <http://www.uww.edu/cac/communication>