



**COMMUNICATION MAJOR (BA or BS) — CORPORATE AND HEALTH COMM. EMPHASIS (36 CREDITS)**

All Communication Department majors require a minor, which can be from anywhere on campus.  
To qualify for graduation, all Communication and Journalism majors must earn a minimum 2.25 GPA

**REQUIRED PRELIMINARY CORE. (9 CREDITS)**

Course No.	Course Name	Prerequisites
_____ COMM 228	Interpersonal Communication (GS)	None
_____ COMM 327	Introduction to Corporate Communication	Sophomore standing
_____ COMM 363	Introduction to Health Communication	Sophomore standing

**REQUIRED ADVANCED CORE. (12 CREDITS.)**

_____ COMM 389	Applied Workplace Competencies	COMM 327 and Junior standing
OR		
_____ COMM 373	Communicating Leadership	COMM 110
_____ COMM 422	Communication Theories*	Junior standing
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ COMM 485	Communication Research Methods *	Junior standing

**ELECTIVES. (9 CREDITS.) CHOOSE 3 COURSES FROM THE FOLLOWING LIST:**

_____ COMM 240	Advanced Public Speaking (GH)	COMM 110
_____ COMM 276	Event Planning for Communication Professionals	COMM 110 and one of the following: COMM 202, 228, Journlsm 220, 227, 241, MAGD 150, ENGLISH 376
_____ COMM 242	Communication and Team Building (GH)	None
_____ COMM 321	Nonverbal Communication	Sophomore Standing
_____ COMM 322	Listening Behavior (GS)	Sophomore Standing
_____ COMM 326	Communication and Gender	Sophomore Standing
_____ COMM 328	Communication Conflict Resolution	Sophomore Standing
_____ COMM 345	Persuasion	COMM 110
_____ COMM 368	Family Communication	Sophomore Standing
_____ COMM 369	Medical Communication & Health Literacy	COMM 363 or Junior standing or consent of instructor
_____ COMM 373	Communicating Leadership (if not taken above)	COMM 110
_____ COMM 491	Travel Study	Department consent
_____ COMM 498R	Independent Study – Undergraduate Research	Department Consent

**APPLIED/CAPSTONE EXPERIENCES. (6 CREDITS.) CHOOSE 2 COURSES FROM THE FOLLOWING LIST:**

_____ COMM 417	Communication and Nonprofit Organizations	COMM 327, 424 and 485
_____ COMM 427	Communication Training	COMM 327, 424 and 485
_____ COMM 463	Applied Communication in Health and Wellness	COMM 363, 424 and 485
_____ COMM 464	Health Message Advocacy and Analysis	COMM 363, 424 and 485
_____ COMM 493C	Internship in Communication	Department consent

**MILESTONES**

\*Courses satisfy the Writing Requirement for the Corporate & Health emphasis. In order to pass the UW-Whitewater writing requirement, student must receive a grade of a 73% or higher in one of the two designated writing requirement courses.



# University of Wisconsin Whitewater

## **SUGGESTED MINORS**

The following minors are highly recommended to corporate and health communication majors. These complement the major well and help prepare students for different jobs in the industry.

- Advertising
- Arts Management
- Coaching
- Family and Health Studies
- General Business
- Health Promotion
- Human Resources
- General Management
- Leadership
- Marketing
- Psychology
- Safety
- Sociology