

Professional Communication and Emerging Media

Introduction

Professional Communication and Emerging Media is a rapidly growing profession. Development of new technologies has increased the demand for professionals who can clearly explain policies, products and services to clients and customers. UW-Stout's program integrates communication theory with coursework in a chosen applied field. Examples of applied fields include biomedical engineering, packaging, international studies, quality management, telecommunications, tourism, training and development, art and design, and business and management. Graduates of this program will have the skills to research, visualize, design, develop and oversee publication of both print and electronic documents.

Copy editing and preparation, multimedia or hypertext writing, and critical, technical and freelance writing courses prepare you to write clearly for specific audiences. In addition, courses in an applied field of your choice supply the strong technical background crucial to communicating complex ideas to different audiences. Elective courses give you the chance to explore other areas, such as photography or creative writing. All students will participate in a co-op, internship or practicum during the junior year.

General Requirements

Bachelor of Science Degree

Total for graduation	124 credits
General Education	43 credits
Major Studies	81 credits

Program Requirements

General Education

43 credits required

A. Communication Skills **8 credits**

ENGL-101 Freshman English – Composition <i>or</i>	
ENGL-111 Freshman English – Honors I	3
ENGL-102 Freshman English – Reading and Related Writing <i>or</i>	
ENGL-112 Freshman English – Honors II <i>or</i>	
ENGL-113 Honors Seminar	3
SPCOM-100 Fundamentals of Speech.....	2

B. Analytic Reasoning **6 credits**

Courses must be from areas of math, logic, statistics and computer science.

C. Health and Physical Education **2 credits**

Courses must be from areas of health, physical education or nutrition.

D. Humanities and the Arts **9 credits**

Courses must be from three or more areas including art history, creative arts, foreign language and culture, history, literature, music appreciation, performing arts and philosophy.

E. Social and Behavioral Sciences **9 credits**

Courses must be from three or more areas including anthropology, economics, geography, political science, psychology and sociology.

F. Natural Sciences (with Lab) **4 credits**

G. Technology **2 credits**

H. General Education Electives **3 credits**

Course(s) must come from categories A, B, D, E or F.

Major Studies

60 credits required

ENGL-121 Introduction to Technical Communication.....	3
ENGL-125 Elements of Style for Professional Writers	3
ENGL-225 Editing Practices and Processes	3
ENGL-247 Critical Writing	3
ENGL-312 International Technical Communication	3
ENGL-340 Structure of English	3
ENGL-371 Rhetoric and Style: Strategies of Argumentation.....	3
ENGL-385 Document Design.....	3
ENGL-388 Writing for the Internet.....	3
ENGL-415 Technical Writing	3
PHIL-235 General Ethics	3
SPCOM-312 Intercultural Communication.....	2
XXX-XXX Foreign Language I.....	4
XXX-XXX Foreign Language II.....	4

Concentration

21 credits

Technical Communication **21 credits**

ENGL-349 Co-operative Educational Experience <i>or</i>	
ENGL-437 Technical Writing Practicum	1
ENGL-425 Usability Design Testing.....	3
ENGL-435 Writing for Content Management.....	3
ENGL-471 Technical Communication and Consulting.....	3
INMG-365 Project Management	3
SPCOM-414 Interviewing	1
SPCOM-425 Informational Interviewing Skills for Professionals	1
GCM-141 Graphic Communication	3

Applied Journalism **21 credits**

ENGL-207 Writing for the Media	3
ENGL-210 Journalism Practicum	1
ENGL-218 Mass Communication	3
ENGL-330 Feature Writing.....	3
ENGL-407 Seminar in Applied Journalism.....	3
ENGL-471 Technical Communication and Consulting.....	3
GCM-141 Graphic Communication.....	3
MEDIA-204 Introduction to Photography	2

Digital Humanities **21 credits**

CS-144 Computer Science.....	3
CS-248 Web and Internet Programming.....	3
LOG-301 Logic.....	3
ENGL-335 Critical Approaches to Digital Humanities	3
ENGL-480 Seminar in the Digital Humanities	3
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