

Interested in This Major?

Current Students: Visit us in Johnston Hall, Room 210, call us at 414-229-4261, or email commdept@uwm.edu

Not a UWM Student yet? Call our Admissions Counselor at 414-229-7711 or email let-sci@uwm.edu

web: uwm.edu/communication



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 comm 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. Communication classes cover interpersonal communication, rhetoric and public communication, organizational communication, and technology in communication. Many communication majors minor in JAMS, and many JAMS majors earn a minor in communication.

Career Opportunities

We live in an information-based global society. The individuals 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.

Careers in business include: sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, corporate communication

Many others find work in governmental or non-profit organizations.

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, fundraising, and technical communication.

Our Program - Four Broad Areas

Interpersonal Communication examines interactions with others. Interpersonal Communication is fundamental to managing marriages, friendships, and superior/subordinate relationships. Conflict mediation and the study of social influence are central to this specialty.

Rhetoric and Public Communication analyzes communication's operation in public fora, including politics, popular culture, social movements, and the courts. Its theoretical and critical perspectives range from classically-grounded argumentation, persuasion, and traditional public address to postmodern and post-postmodern approaches consistent with recent developments in media technology as well as in feminism, cultural, and critical theories.

Intercultural Communication studies cultural impacts on various aspects of human communication including social influence, interpersonal relationship, conflicts, and issues of diversity. Cross-cultural communication and Intercultural communication comprise two major sub-divisions of this area of study. Cross-cultural communication analyses the causes and effects of cultural differences in recognition of the self and the society. Intercultural communication investigates the patterns of human interactions within ethnically diverse communities.

Technology and Communication investigates how technological devices and practices impact how humans express themselves, across a broad spectrum of situations. Multiple methodologies and theoretical perspectives are employed to address a wide variety of communication questions and concerns, from material interactions with technological devices to more conceptual explorations of digital life.

The majority of communication majors get jobs in business and industry.



Requirements for Declaring

Before declaring a major or minor in communication, students must have completed three credits in communication.

Requirements for the Major

The major requires 36 credits in communication courses including the preparatory, 100-level classes.

| Course # | Course Title |
|------------|-----------------------------------------|
| Commun 101 | Intro to Interpersonal Communication |
| Commun 103 | Public Speaking |
| Commun 105 | Business and Professional Communication |

Students also must take one of the following to fulfill the College's research requirement:

| Course # | Course Title |
|------------|----------------------------------------|
| Commun 335 | Critical Analysis of Communication |
| Commun 370 | Quantitative Research in Communication |
| Commun 372 | Qualitative Research in Communication |

The remaining classes are chosen from any communication course. At least 18 of the 36 credits must be numbered 300 or above, and at least 15 advanced credits must be taken 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.

Online Major

Almost all of the courses for the major in Communication are available in an online format. With the possible exception of Communication 103, Public Speaking, students can complete the entire major online.

If needed, students can work with their online advisor to find a Public Speaking course at a college or university near where they are located. They then take the class locally and transfer the credits back to UWM. For students located near Milwaukee, they can also take this required class at UWM.

Similarly, for students needing foreign language credit to complete the degree requirements, they may opt to take foreign language at another college or university or attend in-person classes at UWM.

There is no distinction made between online students and traditional students. Online students take the same classes, from the same professors, and earn the same degree – the only difference is the format in which the content is delivered.



Research Opportunities

Students can participate in hands-on learning in a research environment with faculty members and graduate students. Recent projects have included:

- Military family communication in the post “Don’t Ask, Don’t Tell” and DOMA era: Talking about LGBT experiences, grief, and sex
- Long-distance dating communication
- Using an educational game on iPad to promote learning motivation

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:

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

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

Academic credit is not given for internships, but students can enroll in Commun 298 or 698 during their internship. In these courses, students complete academic work related to their internship for which they receive credit.

Scholarships

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

Frank E. X. Dance Scholarship Fund – provides support for research for majors who have demonstrated academic excellence.

Randy & Joanne Parlee Scholarship – for majors who excel in academic and civil pursuits.

Amelia Lucas Trust Fund – for majors with a financial need associated with conducting and presenting research.

John R. Johnson Research Award – supports travel to conferences to present research.





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 college education in Fall of 2013 or later. If you started college 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 (fulfills Part A) and one OWC-Part B course.
2. Math Proficiency, UWM Quantitative Literacy (QL) GER, and Formal Reasoning – two courses can satisfy all three requirements. Some courses have prerequisites, however, so a student may end up taking more than two total classes depending on his/her placement test scores. Students will usually take Math 103 or 105 AND three credits in either a 200-level or above math course, Philosophy 211, or an approved Letters & Science statistics course.
3. Foreign Language – 4 semesters of a single Foreign Language (or 3 semesters of one language and 2 semesters of another language) (May be satisfied through 4 years of a single Foreign Language in high school.)
4. L&S Humanities (HU) – 12 credits
5. L&S Social Sciences (SS) – 12 credits
6. L&S Natural Science (NS) – 12 credits including one lab
7. L&S International (Int'l) – 9 credits usually accomplished in conjunction with Humanities and/or Social Science courses
8. UWM Arts GER – 3 credits
9. UWM Cultural Diversity GER (CD) – 3 credits usually accomplished in conjunction with a Humanities or Social Science course
10. 120 credits including 90 credits in L&S and with 36 of the 90 credits in L&S upper-level (numbered above 300) courses
11. Complete the Communication major requirements
 - 36 credits with at least 18 at the 300-level or above; 15 of the 18 upper-level credits must be completed at UWM
 - Commun 101, 103, and 105
 - One of Commun 335, 370, or 372
 - 24 Commun credits to reach the required total of 36 and required number of upper-level

Sample Four Year Plan:

There are hundreds of courses that satisfy various requirements and courses can count towards more than one requirement. For example, Commun 101 counts towards the major and as a social science course. (This sample assumes no high school Foreign Language was taken and that the student placed into college-level math and English.)

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