

Communication

Bachelor of Science

The Communication program offers contemporary communication studies emphasizing comprehensive understanding of communication. Students come to understand how communication happens; how messages are put into visual and verbal codes; how messages are filtered through various media; how messages are interpreted and affect different audiences in different ways and in different contexts; and how students construct those contexts.

New information technologies tend to merge media. A major or minor in Communication provides the kind of integrative knowledge that is required for professional careers in the field.

Internships in Communication provide qualified students with opportunities for faculty-supervised experience in professional settings outside the classroom. In addition, several Communication courses involve students in research projects in the community.

Communication graduates have entered a wide variety of academic and professional areas: news reporting, photojournalism, broadcast journalism, television production, printing and publications, advertising, sales and marketing, management consulting, technical writing and editing, public relations, and government service, as well as graduate study in information science, library science, journalism, media studies, and telecommunications.

Communication offers eight areas of emphasis.

- Students in the **generalist** emphasis can select any upper-level communication courses of interest to them to design their own path to degree. This emphasis can be completed face-to-face, completely online, or a mix of both.
- Students in **health communication** study internal and external communications in the healthcare environment. Students will learn how to (1) improve provider/patient interactions, (2) enhance communication within healthcare organizations, and (3) how to inform the public about healthcare issues, threats, and crises. This emphasis can be completed face-to-face, completely online, or a mix of both.
- Students in **journalism** will develop writing and editing skills, including video reporting/editing skills; the ability to do in-depth research and reporting, a concern for people, a strong sense of autonomy, and a well-rounded understanding of important issues in their field through this program and through a liberal arts education. Students will also gain hands-on experience in journalism through participation in on-campus publications and/or through outside internships.
- Students in **mass media** need more than just knowledge of production techniques. Professional advancement requires skills in writing, editing, advertising and sales, market and audience research, as well as knowledge of new media and their impact on society and culture.
- Students in **organizational communication** develop basic communication skills needed in organizations, such as speaking, interviewing, meeting management, and problem solving using different communication technologies for different purposes. They also learn about sources of communication problems in organizations, strategies for discovering and solving these problems, and current theories of organizational communication.
- Students in **public relations** complete requirements that reflect the demand for graduates who can write well, are fully acquainted with the wide range of available modes of communication (graphics, print, broadcast, oral discourse, digital/internet, and their many combinations), and are particularly skillful in at least one of them. Students also learn how to respond to common PR challenges such as announcing changes, promoting events, and responding to crises. This emphasis can be completed face-to-face, completely online, or a mix of both.
- Students in **social media strategy** focus on the strategies and tactics needed to advance organizational goals. Students will be prepared for long-term careers working as social media managers, specialists, curators, and content providers.
- Students in **sports communication** focus on the unique dynamics associated with sports media, organizations, teams, and players. Students will be prepared for long-term careers working as sport reporters, broadcasters, media specialists, or public relations professionals.

Major Area of Emphasis (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)

Students must complete requirements in one of the following areas of emphasis: (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)

- Generalist (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Health Communication (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Journalism (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Mass Media (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Organizational Communication (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Public Relations (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Social Media Communication (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)
- Sports Communication (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/communication/major/>)

Minor

Code	Title	Credits
Supporting Courses ¹		18
Core courses		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
Upper-Level Courses ¹		15
Choose five upper-level elective courses in Communication ²		
Total Credits		33

¹ Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

² Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a minor in Communication.

Curriculum Guide

An example: Four year plan for **Communications Major with Mass Media Emphasis**

120 credits necessary to graduate.

Plan is a representation and categories of classes can be switched. Check with your advisor.

Course	Title	Credits
Freshman		
Fall		
COMM 102	Introduction to Communication	3
First Year Seminar		3
General Ed		3
General Ed		3
Elective		3
		Credits
		15
Spring		
COMM 133	Fundamentals of Public Address	3
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication or Small Group Communication	3
General Ed		3
General Ed		3
Elective		3
		Credits
		15
Sophomore		
Fall		
COMM 205	Elements of Media	3
COMM 290	Communication Problems and Research Methods	3
General Ed		3
General Ed		3
Elective		3
		Credits
		15
Spring		
COMM 185	Business and Media Writing	3
COMM 309	Mass Media Advertising	3
General Ed		3
General Ed		3
Elective		3
Elective		3
		Credits
		15

Junior		
Fall		
COMM 302	News Reporting and Writing	3
COMM 307	Video Production	3
General Ed		3
Elective		3
Elective		3
Credits		15
Spring		
COMM 306	Radio Broadcasting	3
COMM 378	Documentary Video Production	3
COMM 380	Communication Law	3
General Ed		3
Elective		3
Credits		15
Senior		
Fall		
COMM 497	Internship (Or Upper Level Comm Course)	3
Upper Level Comm Course		3
General Ed		3
Elective		3
Credits		12
Spring		
COMM 430	Information, Media and Society	3
COMM 477	Social Media Strategies	3
General Ed		3
Elective		3
Elective		3
Credits		15
Total Credits		117

Faculty

Mary D Bina; Teaching Professor; B.F.A., University of Wisconsin - Milwaukee

Shauna M Froelich; Teaching Professor; JD, Marquette University

Bryan James Carr; Professor; Ph.D., University of Oklahoma

Phillip G Clampitt; Professor; Ph.D., University of Kansas

Katie Turkiewicz; Associate Professor; Ph.D., University of Wisconsin - Milwaukee, chair

Joseph Yoo; Associate Professor; Ph.D., University of Texas

Justin Kavlie; Assistant Professor; Ph.D., University of North Carolina