



Effective 2014/2015

Career Cluster ►



Career Pathway ►

Journalism and  
Broadcasting

PROFESSIONAL COMMUNICATIONS

(10-699-1)

Associate of Applied Science Degree  
Most Courses Offered at Racine Campus & Online

△ Suggested Sequence	✓ Course Number	Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1		103-143 Computers for Professionals	Prereq: 103-142 (See Note 2&3)	3	2-2
		801-134 * Technical Writing: Project Management		1	1-0
		801-135 * Technical Writing: Portable Document Format		1	1-0
		801-136 English Composition 1	Prereq: 831-103 (See Note 3)	3	3-0
		804-107 College Math	Prereq: 834-109 (See Note 3)	3	3-0
		809-196 Sociology, Introduction to	Prereq: 838-105 (See Note 3)	3	3-0
Semester 2		204-105 Computer Illustration & Drawing Tech		3	2-2
		801-106 * Technical Writing: Layout & Design		2	2-0
		801-114 * Technical Writing: Safety Info./Product Liability		1	1-0
		801-128 * Technical Writing: Forms Design		1	1-0
		801-131 * Technical Writing: Newsletter Writing		1	.5-1
		801-111 * Technical Writing: Electronic Publish/Windows		2	2-0
		801-196 Oral/Interpersonal Communication	Prereq: 838-105 (See Note 3&4)	3	3-0
		801-197 Technical Reporting	Prereq: 801-136	3	3-0
Semester 3		204-107 Digital Photography, Intro to		3	2-2
		801-107 * Technical Writing: Audiovisual		2	2-0
		801-121 * Technical Writing: Print Production		2	2-0
		801-124 * Technical Writing: Edit/Proofreading		2	2-0
		801-125 * Technical Writing: Vendor Management/Ethics		1	1-0
		801-133 * Technical Writing: Introduction	Prereq: 801-136	2	1-2
		809-198 Psychology, Introduction to	Prereq: 838-105 (See Note 3)	3	3-0
Semester 4		801-113 * Technical Writing: Online Documentation		2	2-0
		801-122 * Technical Writing: Manuals	(See Note 1)	3	3-0
		801-123 * Technical Writing: Procedural Writing		2	2-0
		801-126 *OR Technical Writing: Externship/Internship	(See Note 1)	3	1-0-0-8
		102-138 Biz Internship	Prereq: Instructor Consent		0-0-0-12
		204-116 Webpage Design for Graphic Designers	Prereq: 204-107	3	2-2
		809-143 OR 809-144 Microeconomics Macroeconomics	Prereq: 838-105 (See Note 3)	3	3-0
Electives	<b>Take 6 elective credits. Any associate degree level course may be taken as an elective.</b>			<b>6</b>	
	<b>Suggested Electives:</b>				
		801-102 TW: Online Help (1 Cr)	801-120 TW: Grant/Proposal Writing (2 Cr)		
		801-108 TW: Sales Promotion (2 Cr)	801-129 TW: Technical Photography (2 Cr)		
	801-117 TW: Technical Applications (1 Cr)				

Minimum Program Total Credits Required

67

△ Courses may be taken out of suggested sequence as long as requisites have been met.



Effective 2014/2015

Career Cluster ►



Career Pathway ►

Journalism and Broadcasting

PROFESSIONAL COMMUNICATIONS

(10-699-1)

Associate of Applied Science Degree  
Most Courses Offered at Racine Campus & Online

### PROGRAM DESCRIPTION

Professional Communications prepares graduates to write, illustrate, layout, and electronically publish such products as instructional literature, service literature, catalogue literature, promotional literature, journalistic literature, audiovisual programs, grant proposals, online documents, web pages, and departmental procedure writings. These skills are needed to meet the demands of the informational age in the business, industrial, medical, social, governmental, service, and entrepreneur market places.

### PROGRAM LEARNING OUTCOMES

Graduates of the Professional Communications Associate Degree Program should be able to:

1. Apply social and professional principles of ethical, unbiased, and non-sexist communication.
2. Incorporate required illustrations and pictures into final electronic documents.
3. Revise, edit, and proofread documents to ensure safety requirements are met.
4. Transfer learning from one project to another and demonstrate knowledge of continuous improvement strategies.
5. Demonstrate interpersonal, problem solving, and team building skills.
6. Produce publishable technical, promotional, journalistic, departmental, and procedural documents.

### CORE ABILITIES

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

- |  |   |
|--|---|
| 1. Act responsibly                     | 6. Respect themselves and others as a member of a diverse community |
| 2. Communicate clearly and effectively | 7. Think critically and creatively                                  |
| 3. Demonstrate essential comp. skills  | 8. Work cooperatively   |
| 4. Demonstrate essential math skills   | 9. Value learning   |
| 5. Develop job seeking skills          |   |

### ADMISSION REQUIREMENTS

1. Students must submit an application & \$30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
3. Students must submit official high school, GED, or HSED transcript.

### GRADUATION REQUIREMENTS

1. Minimum 67 credits with an average of 2.0 or above.
2. \*Average of 2.0 ("C") or above for these Major courses.

For a complete list of Graduation Requirements check the Student Handbook.

### NOTES

1. These courses require the following prerequisites: 801-106; 801-111; 801-114; 801-133; 801-197.
2. Formerly 103-199, PC Basics/Microsoft Office.
3. A satisfactory placement test score (or successful remediation) is required prior to enrollment in. See an advisor for details.
4. Students may take Speech (801-198) in place of Oral/Interpersonal Communication (801-196) to meet the requirement for this degree.
5. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).

### OTHER INFORMATION

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult the Master Class Schedule for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

**EQUAL OPPORTUNITY/ACCESS EDUCATOR / EMPLOYER  
IGUALDAD DE OPORTUNIDADES**

To schedule an appointment with an advisor, please call 1-800-247-7122.  
For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at [www.gtc.edu](http://www.gtc.edu).

My advisor is \_\_\_\_\_ . My advisor's contact information is \_\_\_\_\_ .