



Effective 2015/2016

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 1&3)	3	2-2
	699-110 *	Communication Document Design	Coreq: 103-143	3	2-2
	699-117 *	Research Fundamentals		3	2-2
	801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
	809-196	Sociology, Introduction to	Prereq: 838-105 (See Note 1&5)	3	3-0
Semester 2	204-107	Digital Photography, Intro to		3	2-2
	699-112 *	Editing	Prereq: 831-103 (See Note 1)	3	2-2
	699-114 *	Professional and Technical Writing	Prereq: 831-103 (See Note 1)	3	2-2
	*Take 9 credits from the list in Note 4 in Semesters 2, 3, or 4			9	
	801-196 OR	Oral/Interpersonal Communication	Prereq: 838-105 (See Note 1)	3	3-0
	801-198	Speech			
801-197	Technical Reporting	Prereq: 801-136	3	3-0	
Semester 3	204-105	Computer Illustration & Drawing Tech		3	2-2
	699-111 *	Communication Project Management		3	2-2
	699-113 *	Information Design	Prereq: 831-103 (See Note 1)	3	2-2
	804-107	College Math	Prereq: 834-109 (See Note 1)	3	3-0
	809-198	Psychology, Introduction to	Prereq: 838-105 (See Note 1&5)	3	3-0
Semester 4	699-115 * OR	Professional Communications Internship	Prereq: 699-113; 114; 117	3	1-0-0-8
	102-138	Biz Internship	Prereq: Instructor Consent		0-0-0-12
	699-116 *	Professional Communications Portfolio	Prereq: 699-113; 114; 117	1	1-0
	809-172	Diversity Studies, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
Electives	Take 6 elective credits. Any associate degree level course may be taken as an elective.			6	
	Suggested Electives:				
	699-130	Writing and Publishing (3 Cr)	699-135	Writing for the Web (3 Cr)	
	699-131	Writing Copy for Sales (3 Cr)	699-136	Writing Grant Proposals (3 Cr)	
	699-132	Writing for Organizations (3 Cr)	699-137	Writing Product Documentation (3 Cr)	
	699-133	Writing for Social Media (3 Cr)	699-138	Writing Software User Assist. (3 Cr)	
	699-134	Writing for the Media (3 Cr)			

Minimum Program Total Credits Required

67

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



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PROGRAM DESCRIPTION

Professional Communications prepares students to research, plan, create, publish, and evaluate communication products. The curriculum develops the writing, design, and technology skills that students need to produce a variety of paper and electronic communication products, including articles, audiovisual scripts, grant proposals, promotional pieces, social media pages, user assistance, and websites. Professional communication skills are needed to meet the demands of the information age in business, government, and not-for-profit organizations.

PROGRAM LEARNING OUTCOMES

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

1. Plan for a communication project.
2. Create a communication product.
3. Synthesize text, visual elements, and design in a communication product.
4. Manage all aspects of a communication project.
5. Produce a final communication product.

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 |
| 2. Communicate clearly and effectively | member of a diverse community |
| 3. Demonstrate essential comp. skills | 7. Think critically and creatively |
| 4. Demonstrate essential math skills | 8. Work cooperatively |
| 5. Develop job seeking skills | 9. Value learning |

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. *Minimum of 2.0 ("C") or above for these Major courses.

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

NOTES

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).
3. Formerly 103-199, PC Basics/Microsoft Office.
4. Choose 9 credits from the following courses: 699-130; 699-131; 699-132; 699-133; 699-134; 699-135; 699-136; 699-137; 699-138 (noted in Electives list on front of sheet). If using a course to fulfill this requirement, students will not be allowed also to use the course to fulfill the elective requirement for the program. See an advisor for details.
5. Transfer credits in Social Science may substitute for this course. See an advisor for details.

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 WebAdvisor 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 EMPLOYER AND EDUCATOR
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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 WebAdvisor on our web page at www.gtc.edu.

My advisor is _____. My advisor's contact information is _____.