



Professional Communications (10-699-1)

Associate of Applied Science
Effective 2020/2021

The course sequence shown on this sheet is the recommended path to completion. Courses will be scheduled in the terms indicated here. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.

R-D = Racine/days, O = Online, F=Fall, S=Spring, SU=Summer

Term	Course #	Cr.	Course Title	Requisites (prereq-before/coreq-with)	R-D	O
1	890-155	1	Gateway to Success (G2S)		F	F
1	103-143	3	Computers for Professionals ⁴		F	F
1	*699-110	3	Communication Document Design	Coreq: 103-143	F	F
1	*699-117	3	Research Fundamentals		F	F
1	*699-133	3	Writing for Social Media ¹	Prereq: 831-103	F	F
1	801-136	3	English Composition 1 ^{1,4}	Prereq: 831-103 OR 831-107	F	F
2	204-107	3	Digital Photography, Intro to		S	S
2	*699-112	3	Editing ¹	Coreq: 801-136	S	S
2	*699-114	3	Professional and Technical Writing ¹	Prereq: 831-103	S	S
2	804-135	3	Quantitative Reasoning ¹	Prereq: 834-109	S	S
2	699-XXX	3	Professional Communications Elective Course ²	Take 3 credits at the associate degree level from the list in Note 2 on the back.	S	S
3	204-105	3	Computer Illustration & Drawing Tech		F	F
3	*699-111	3	Communication Project Management	Prereq: 804-135	F	F
3	801-197	3	Technical Reporting	Prereq: 801-136	F	F
3	809-198	3	Psychology, Introduction to ^{1,3,4}	Prereq: 838-105 OR 831-107	F	F
3	XXX-XXX	3	Elective Course	Take 3 credits at the associate degree level. Suggested electives listed on back.	F	F
4	*699-115	3	Professional Communications Internship	Prereq: 699-111; 699-112	S	S
4	*699-116	1	Professional Communications Portfolio	Prereq: 699-111; 699-112	S	S
4	*699-130	3	Writing and Publishing		S	S
4	801-196	3	OR Oral/Interpersonal Communication		S	S
4	801-198	3	OR Speech		S	S
4	809-196	3	Sociology, Introduction to ^{1,3,4}	Prereq: 838-105 OR 831-107	S	S
4	XXX-XXX	3	Elective Course	Take 3 credits at the associate degree level. Suggested electives listed on back.	S	S

Minimum Program Total Credits Required: 62

Notes associated with courses (identified by a superscript number at the end of the course title) are located on the back of the sheet.

Mastery of this course will put students on a path to achieve successful degree completion, on-time graduation, and enrich the college experience. Students are required to take this course in their first semester of enrollment. Please see an advisor for details.

= Milestone Course. Faculty have identified this course as providing a strong foundation for success throughout the program.

(*) indicates students must achieve a minimum of 2.0 ("C") or above for these major courses to meet graduation requirements.

Professional Communications (10-699-1)

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 will 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.

Essential Career Competencies

Gateway's six essential career competencies are the general attitudes and skills promoted and assessed by all programs. All Gateway graduates will develop skills in:

- Communication Competence
- Professionalism and Career Management
- Cultural Competence
- Critical Thinking and Problem Solving
- Teamwork and Collaboration
- Technology Competence

Admission Requirements

1. Students must submit an application and pay \$30 fee.
2. Students must meet one of the following: minimum high school GPA of 2.6, minimum college GPA of 2.0, or complete valid reading, writing, and math placement assessments.

Graduation Requirements

1. Minimum 62 credits with an average of 2.0 or above.
2. *Minimum of 2.0 ("C") or above for these major courses.
3. Complete 890-155 Gateway to Success (G2S) in the first semester.

For a complete list of Graduation Requirements, check the Student Handbook or [Graduation Requirements](#).

Suggested Electives

699-113 Information Design	699-135 Writing for the Web
699-131 Writing Copy for Sales	699-136 Writing Grant Proposals
699-132 Writing for Organizations	699-137 Writing Product Documentation
699-134 Writing for the Media	699-138 Writing Software User Assistance
806-112 Principles of Sustainability	809-172 Diversity Studies, Introduction to

Notes

1. A satisfactory placement test score (or successful remediation is required prior to enrollment). See advisor for details.
2. Choose 3 credits from the following courses: 699-113; 699-131; 699-132; 699-134; 699-135; 699-136; 699-137; 699-138. 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.
3. Transfer credits in social science may substitute for this course. See an advisor for details.
4. A credit for prior learning assessment is available for this course. For more information, please contact cfpl@gtc.edu.

Accreditation Statement

Gateway Technical College's Professional Communications program is fully accredited and in good standing with the Accreditation Council for Business Schools and Programs [www.acbsp.org].

Accreditation Council for Business Schools and Programs (ACBSP)
11520 West 119th Street
Overland Park, KS 66213
Phone: (913) 339-9356
www.acbsp.org

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 My Gateway 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.

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