



Professional Communications (10-699-1)

Associate of Applied Science

Effective 2022/2023

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.

Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

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 ³ | | F | F |
| 1 | *699-117 | 3 | 🎓 Research Fundamentals ³ | | F | F |
| 1 | *699-130 | 3 | Writing and Publishing ³ | | F | F |
| 1 | 801-136 | 3 | English Composition 1 ^{1,3} | Prereq: 831-103 OR 831-107 | F | F |
| 2 | *699-110 | 3 | Communication Document Design ³ | | S | S |
| 2 | *699-112 | 3 | 🎓 Editing ^{1,3} | | S | S |
| 2 | *699-134 | 3 | Writing for the Media | | S | S |
| 2 | 804-135 | 3 | Quantitative Reasoning ^{1,3} | Prereq: 834-109 | S | S |
| 2 | 801-197 | 3 | Technical Reporting | Prereq: 801-136 | S | S |
| 3 | 204-107 | 3 | Digital Photography, Intro to ³ | | SU | SU |
| 3 | *699-137 | 3 | Writing Product Documentation | | SU | SU |
| 3 | OR | 3 | OR | | SU | SU |
| 3 | *699-139 | 3 | Writing Copy and Proposals | | SU | SU |
| 3 | 809-172 | 3 | Diversity Studies, Introduction to ^{1,2} | | SU | SU |
| 4 | 204-105 | 3 | Computer Illustration & Drawing Tech | | F | F |
| 4 | *699-111 | 3 | Communication Project Management ³ | | F | F |
| 4 | *699-116 | 1 | Professional Communications Portfolio ³ | Prereq: 801-136; 804-135 | F | F |
| 4 | *699-133 | 3 | Writing for Social Media | | F | F |
| 4 | *699-138 | 3 | Writing Software User Assistance | | F | F |
| 4 | OR | 3 | OR | | F | F |
| 4 | *699-140 | 3 | Writing for Public Relations | | F | F |
| 5 | *699-115 | 3 | Professional Communications Internship ³ | Prereq: 699-112; 699-116; 699-117 | S | S |
| 5 | *699-135 | 3 | Writing for the Web | | S | S |
| 5 | 801-196 | 3 | Oral/Interpersonal Communication | | S | S |
| 5 | OR | 3 | OR | | S | S |
| 5 | 801-198 | 3 | Speech | | S | S |
| 5 | 809-198 | 3 | Psychology, Introduction to ^{1,2,3} | Prereq: 838-105 OR 831-107 | 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 cumulative high school GPA of 2.6 (unweighted); earned at least 12 college credits with a minimum 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](#).

Notes

1. Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details.
2. Transfer credits in social science may substitute for this course. See an advisor for details.
3. 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
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Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for one year 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.