



Communication Technologies

What is Communication Technologies?

This major develops graduates who can create, produce, manage, and promote information. We provide students with knowledge, experiences, and skill development opportunities so they can become assets in a variety of settings: radio, television, newspapers, magazines, corporations, and associations.

The curriculum includes a core of select classes which focus on shared technologies that influence how we communicate. Core classes also cover business communication skills and the laws that govern communication processes. Within the selected emphasis, students will work through hands-on experiences in modern facilities. Computer labs, audio and visual labs, as well as multimedia labs provide ample opportunity for experiential learning.

What are the career opportunities for Communication Technologies majors?

In-field placement of graduates has been exceptional. Approximately 90 percent of our graduates secure employment in their chosen area of communication. The training afforded students in this program enhances their opportunities to move into management positions early in their careers.

Typical entry-level positions for graduates include...

- Customer service representative
- Broadcast writer
- Broadcast producer
- Media advertising account executive
- Technical editor
- Graphic designer
- Media buyer
- Public relations specialist
- Videographer
- Radio disc jockey
- Photographer
- TV reporter
- Multimedia developer
- Media sales representative
- Web editor

What type of courses do I take?

The Communication Technologies major includes coursework in the following emphases:

- Broadcast Production
- Imaging Media
- Journalism
- Public Relations

A minor is offered in each area, as well.

The program requires a core of 15 credits, with courses in mass media, current communication technologies, law, business communication, and practical experience. Then the emphasis requires 21 credits in courses central to the understanding and practice of that field. This is where the students gain expertise and proficiency in their chosen area. Each emphasis has an option for an additional 24 credits of electives in related courses, or the completion of any university minor to complement the student's program of study.

What extracurricular activities are available?

To supplement coursework in the Communication Technologies major, students participate in one or more of the following activities:

- **WSUP 91 FM** - This student-run radio station offers experience in on-air announcing, production, news, sports, engineering, public affairs, promotion, and other areas.
- **Exponent** - UW-Platteville's weekly newspaper provides opportunities to write and edit news and feature stories, shoot photographs, sell advertising space, and lay out pages.
- **UWP-TV5** - Students write and report news and sports, and produce talk shows or telecasts of athletic events and other activities for distribution throughout the area via cable television.
- **Annual Telethon** - This event raises money each year for Wisconsin Badger Camp. UW-P students work year round to produce and promote this excellent community service project.
- **Imaging Media Group** - This campus organization offers opportunities for enhanced learning in multimedia, publishing, and photography through field trips, seminars, and trade shows. Students engage in a wide range of production projects.
- **National Broadcasters Society** - Students attend seminars and workshops sponsored by the state's professional radio-television organization.
- **Public Relations Organization** - PRO members sponsor local educational opportunities, attend regional and national conferences, and provide public relations services for organizations on and off campus.

What about internships or field experiences?

The Communication Technologies program requires off-campus learning experiences as part of its curriculum. Companies and associations across the country attract our students and provide real-world learning with practical application of skills developed on campus.

Suggested Course of Study

Students are able to complete their Communication Technologies major within a four-year program of study. Students work closely with their advisors to plan schedules and maximize their learning experience at UW-Platteville. The suggested course of study below is a generic plan; changes to this plan will be developed by mutual agreement between the student and advisor.

For More Information

Contact:

Department of Communication Technologies
UW-Platteville
1 University Plaza
Platteville, WI 53818-3099

○ Call: 608.342.1627

○ E-mail: troy@uwplatt.edu

○ Visit: www.uwplatt.edu/commtech

For general information on UW-Platteville and its programs, consult the website at www.uwplatt.edu or contact UWP Prospective Student Services, University of Wisconsin-Platteville, 1 University Plaza, Platteville, WI 53818-3099, or call toll-free 1.877.897.5288 or locally 608.342.1127.

Suggested Course of Study

First Year

First Semester

1630	Intro to Mass Media	3
	Major emphasis requirement	3
1130	Freshman Composition I	3
	Fine Arts	3
	Math Requirement	3
		15

Second Semester

	Major emphasis requirement	3
1000	Fitness Assessment	1
1010	Public Speaking	2
1230	Freshman Composition II	3
	Elective	3
	Math Requirement	3
		15

Second Year

First Semester

	Humanities	3
	Major emphasis requirement	3
	Major emphasis elective	3
	Physical education activity	1
	Natural Science elective	5
		15

Second Semester

	Major emphasis elective	3
	Major emphasis requirement	3
	History perspective	3
	Social Science	3
	Ethnic or gender studies	3
		15

Third Year

The third year of study is an excellent opportunity to study abroad for a semester. See your advisor for more information.

First Semester

3010	Business Communication	3
	Major emphasis requirement	3
	Major emphasis elective	3
	Natural Science	4
		13

Second Semester

3150	Communication Research	3
	Major emphasis elective	3
	Major emphasis elective	3
	Social science	3
	Ethnic or general studies	3
		15

Summer

4990	Communication Internship	3
------	--------------------------	---

Fourth Year

First Semester

	Major emphasis requirement	3
3930	Communication Law	3
	Major emphasis elective	3
	Major emphasis elective	3
	Elective	3
		15

Second Semester

	Major emphasis requirement	3
	Major emphasis elective	3
	Elective	2
	Humanities/F.A./Hist. Pers.	3
	International Studies*	3
		14

Total Credits 120

*Unnecessary if student studies abroad.

The University of Wisconsin-Platteville does not discriminate on the basis of age, race, creed, color, handicap, sex, sexual orientation, developmental disability, national origin, ancestry, marital status, arrest record or conviction record.