

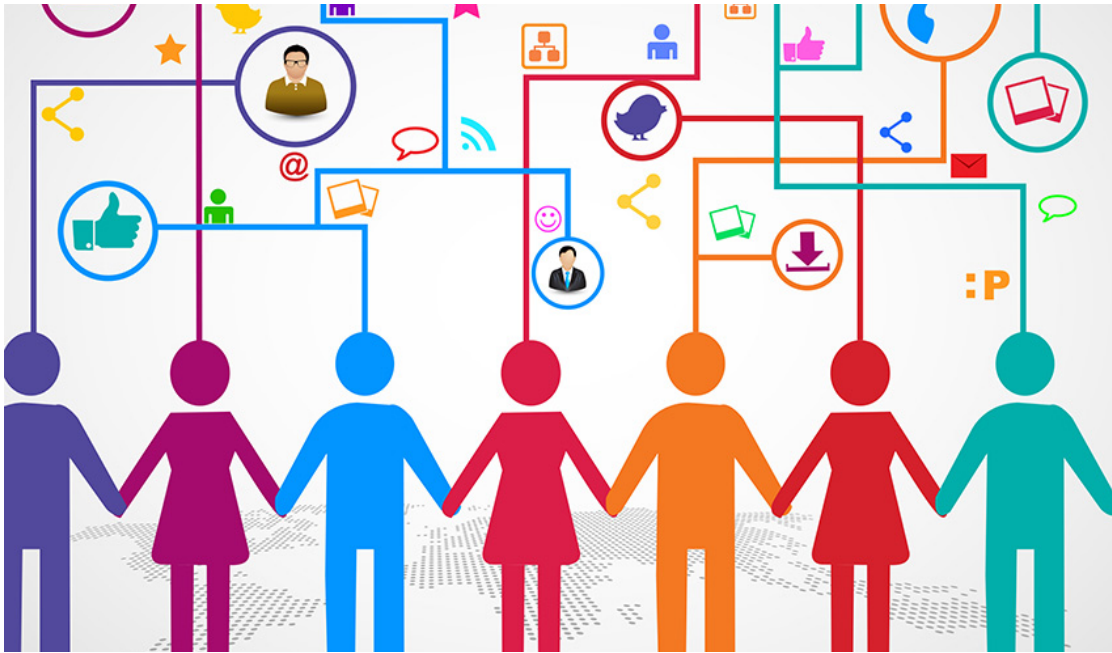
COMMUNICATION STUDIES

MAJOR/MINOR ADVISING MEETING

November 5, 2019

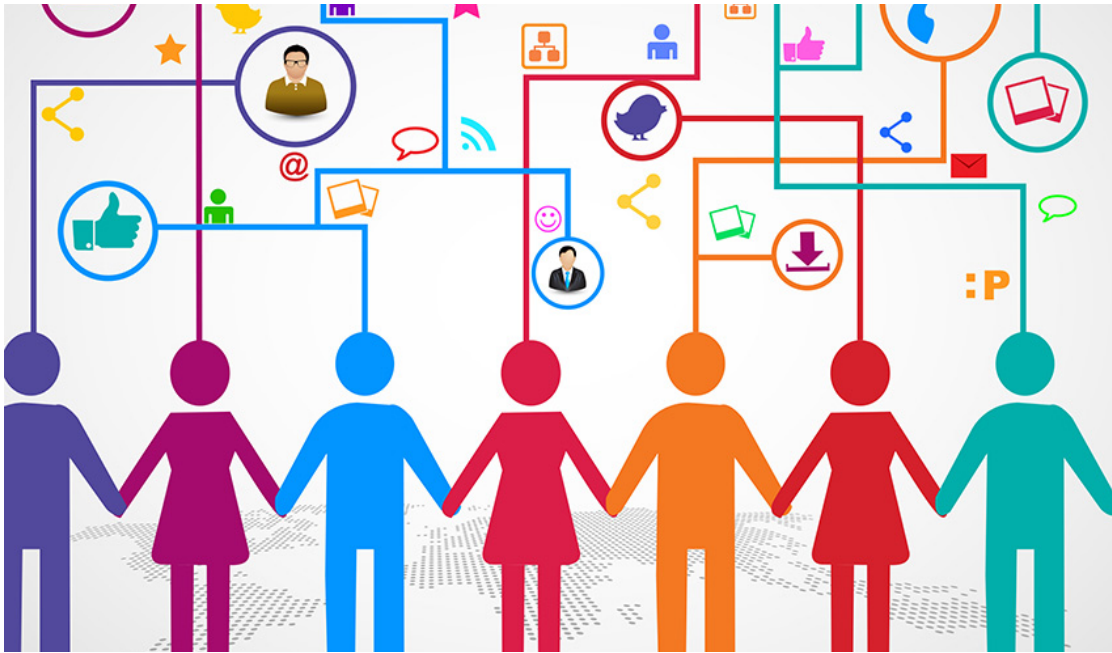
Agenda

- ❑ Introductions
- ❑ Communication Defined
- ❑ Pre-CST & Entrance Requirements
- ❑ Advising and Registration
- ❑ Study Abroad and Internships
- ❑ Student Organizations
- ❑ Prizes!



Get the S Out

Physics
Economics
Linguistics
Ethics
Communications
Statistics
Mathematics
Sociologies



Get the S Out

Physics

Economics

Linguistics

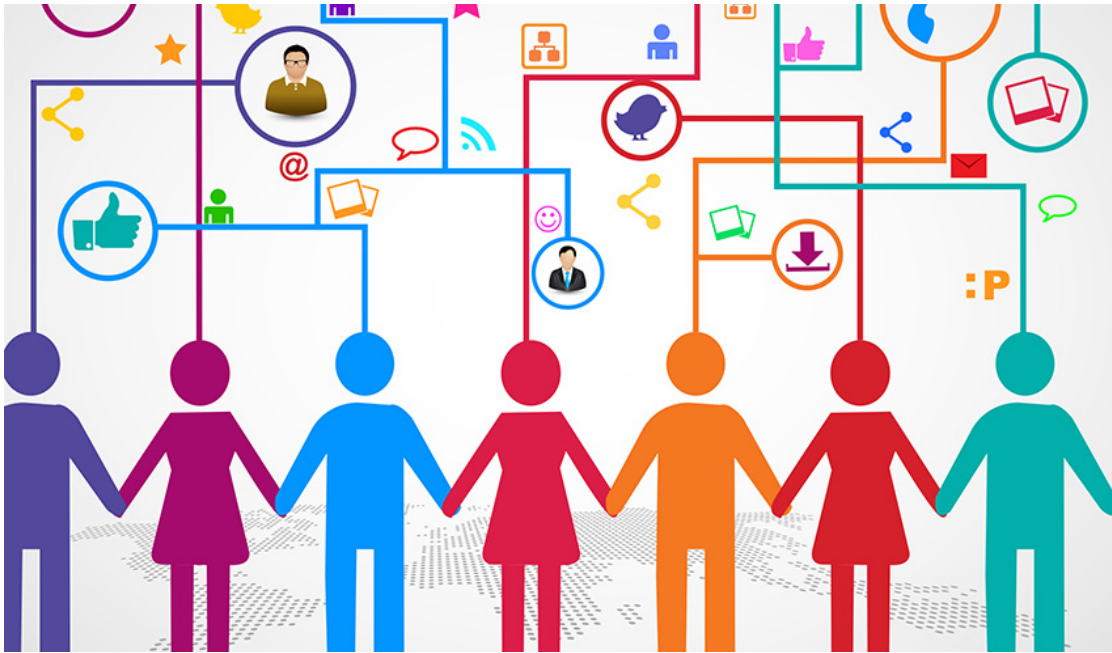
Ethics

“ics” – Of or Pertaining To

Statistics

Mathematics

Sociologies



Get the S Out

“So what?”



Communication:

A process in which **people** interact with and through symbols to **create and interpret meanings**

CommunicationS:

The **technology and systems** used for sending and receiving messages, such as postal, telephone, radio, TV and the Internet.

WHAT CAN YOU DO WITH A COMMUNICATION DEGREE?

- ...WHAT CAN'T YOU DO??

- EMPLOYERS ARE LOOKING FOR EMPLOYEES WHO CAN THINK CRITICALLY, PROBLEM-SOLVE, RESEARCH, COLLABORATE, LEAD, AND COMMUNICATE WELL
 - WE TEACH YOU THAT...AND MORE!
 - FOUR EMPHASIS AREAS
 - INTERPERSONAL COMMUNICATION
 - MEDIA STUDIES
 - ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION
 - PUBLIC COMMUNICATION AND ADVOCACY
-

BECOMING A MAJOR

- Are you a student in the College of Arts, Humanities and Social Sciences? (CASSH)
 - When declaring CST as a major, you are actually becoming a PRE-CST student
 - To become “official” CST, you need to fulfill all entrance requirements AND complete paperwork with your CST advisor
 - Check your Advising Report
-

CST ENTRANCE REQUIREMENTS

- 45 Credits COMPLETED (*not in progress*)
 - Transfer students must complete 12 UWL credits
 - Successful completion (C or better)
 - of CST 110 and ENG 110/112
 - Completion of CST 190 with a BC or better
 - Students who do not receive a BC must earn a BC in CST 301 for program entry
 - Achieve a cumulative GPA of 2.5, *OR*
 - Completed 15 UWL CST credits with a 2.7 CST GPA *AND*
 - UWL GPA of 2.3
-

THIS STUDENT IS NOT YET ADMITTED

COMMUNICATION STUDIES - INTERPERSONAL COMMUNICATION EMPHASIS B.S.

Not Satisfied: COMMUNICATION STUDIES - INTERPERSONAL COMMUNICATION EMPHASIS B.S. - 39 Units Required with 2.0 GPA (Fall 2015-Summer 2016) (RG-22621) Major includes General Education Writing Emphasis

COMMUNICATION STUDIES ADMISSION REQUIREMENTS

Not Satisfied: COMMUNICATION STUDIES ADMISSION REQUIREMENTS - To declare a CST major, students must fulfill the following admission requirements. Admission requires formal application. (RQ-23151)

Students who have fulfilled these admission requirements must see the CST Department chair or their CST faculty advisor to obtain approval to declare the major. A current Advisement Report (AR) will document fulfillment of admission requirements. The approval form then must be submitted to the Office of the Dean of the College of Liberal Studies.

- ▶ **Earn a minimum of 45 Units**
- ▶ **Earn a minimum of 12 resident units**
- ▶ **Public Oral Communication/College Writing Requirement**
- ▶ **Introduction to Communication Studies**
- ▶ **2.70 UW-L cumulative GPA**
- ▼ **Admission to the program**

Not Satisfied: Admission to the program (LN-070)

- **Not Satisfied:** Dynamic Condition Equal AD: Communication Studies

THIS STUDENT IS ADMITTED

COMMUNICATION STUDIES - ORGANIZATIONAL & PROFESSIONAL COMMUNICATION B.A.

Not Satisfied: COMMUNICATION STUDIES - ORGANIZATIONAL & PROFESSIONAL COMMUNICATIONS EMPHASIS B.A. - 39 Units Required with 2.0 GPA (2012-Summer 2015) (RG-22607) Major includes General Education Writing Emphasis

COMMUNICATION STUDIES ADMISSION AND RETENTION REQUIREMENTS

Satisfied: COMMUNICATION STUDIES ADMISSION AND RETENTION REQUIREMENTS- To declare a CST major, students must fulfill the following admission requirements. Admission requires formal application. Information is available at: www.uwlax.edu/CommStudies/majorBecoming.htm (RQ-23151)

- ▶ Earn a minimum of 45 Units
- ▶ Earn a minimum of 24 resident units
- ▶ Public Oral Communication/College Writing Requirement
- ▶ Introduction to Communication Studies
- ▶ 2.70 UW-L cumulative GPA (earn and maintain)
- ▶ Admission to the program

ADVISING INFORMATION

- Do you know who your advisor is?
- If you are a first-semester freshmen, your advisor is Sharie or Katy from the AAC
 - If you have not declared CST, you do not have a CST advisor
 - If you are a minor, you do not have a CST advisor
- Advisors may contact you OR they expect you to contact them
- Registration, closed classes, overrides—not in the control of your advisor
- Tip: Use thoughtful and professional communication when communicating with advisors, professors, or ANYONE for that matter!

MINORS AND PROGRAMS

- Minors in each Emphasis Area
 - Interpersonal, Media Studies, Organizational and Professional, and Public Communication and Advocacy
 - Leadership Development
 - Digital Media Studies and Design
 - Note on Catalog Changes
-

PRE-REQUISITES AND ROTATION

- YOU WILL NEED FOUR SEMESTERS TO COMPLETE THE CST RESEARCH CORE (MAJORS ONLY)
 - 190, 301, 498, 499
 - NONE OF THESE COURSES CAN BE TAKEN TOGETHER—NO EXCEPTIONS!
 - YOU ARE LIKELY NOT 301-ELIGIBLE RIGHT AFTER COMPLETING 190
 - CST 301—completed 190, BC, JUNIOR standing
 - CST 498—completed 301 BC, Junior standing, admitted to program
- MAJORS AND MINORS—KNOW YOUR “FIRST” CLASS
 - FOR EXAMPLE, YOU MUST TAKE, IN THIS ORDER AND NOT AT SAME TIME:
 - 260, 350, 452



CST 338 – MEDIA & SEXUALITY
T/TH – 2:15-3:40
SPRING 2020

PREREQUISITE: CST 190 OR CST 271 OR WGS 100

PROF. EVAN BRODY

ebrody@uwlax.edu

CST 338 – MEDIA & SEXUALITY

- This course examines the role media play in constructing images and understandings of sexuality.
- Students will learn the principles of LGBT Studies and Queer Theory as they relate to the discipline of media studies
- The course will involve LOTS of screenings: Television, Movies, Web Series, etc.
- Students will have the ability to design their final projects based on their particular interests and future work trajectories.

CST 377 – MULTIMEDIA PRODUCTION

- Learn how to produce interactive and well-researched media messages and stories
 - Learn key concepts related to communicating through
 - website design, social media, podcasts, and video projects.
 - Work in groups to showcase multimedia projects related to media theories, concepts, or issues
 - Learn to showcase your work to future employers
- 

This January CST 365: Communication in Teams

Topics Include:

Developing High-Performing Teams

Facilitating Effective Decision Making

Embracing Constructive Conflict

Communicating & Deliberating in Teams

Succeeding in Virtual Teams



With Dr. Greg Ormes

CST 450: INTERNSHIP IN CST

Prerequisites

- CST Major
- Junior Standing
 - 60 completed credits
- 12 completed CST credits
 - Including CST 110, CST 190
- Approval of CST Faculty Supervisor and CST Internship Director

Common Questions

- Can I earn credit for a paid internship?
 - YES!
- Can my CST 450 credit(s) count toward my major?
 - YES!
- How many credits should I apply for?
 - 3 credits ~ 120 hours of work

For details on the **CST 450** process or with any questions, contact Dr. Nici Ploeger-Lyons
nploeger-lyons@uwlax.edu or stop by Centennial 4227 Wednesdays



CURRENT INTERNSHIP OPPORTUNITIES!

- **UWL Eagles – Athletics Department Internships – Partnership with CST**

- Intern Program Areas:

- Athletic Event Management
- Media Relations
- Video and/or Video Board Operations
- Marketing
- Conference Track Meet
- Graphic Design
- Athletics Honors Celebration

Applications
Due by
November
22!

Pick up the flyer up front!

For details on the **CST 450** process or with any questions, contact Dr. Nici Ploeger-Lyons nploeger-lyons@uwlax.edu or stop by Centennial 4227 Wednesdays



GET INVOLVED! STUDENT ORGANIZATIONS

- RAQ RADIO
 - Communication Club
 - Lambda Pi Eta
-

JOIN UWL'S #1 CAMPUS RADIO STATION

Broadcasting LIVE from WING Technology Center



Meetings are the 3rd
Tuesday of the month at
7:00pm in WING 208

Now accepting show
applications!
Time slots available!

- Play YOUR music
- Talk about what interests YOU
- Join an award-winning staff
- Network with other broadcasters



Listen in at
RAQradio.com

Email RAQGM@uwlax.edu for
more information!



8th Annual Chili/Soup Cook-Off

WHEN: Saturday, Nov. 16th

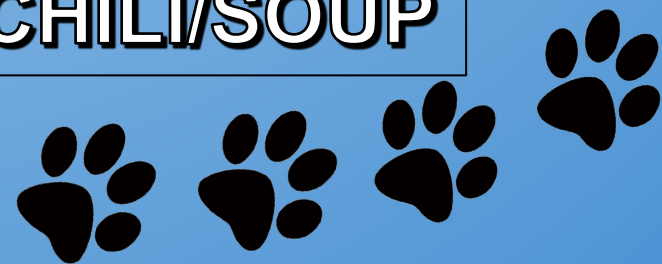
WHAT TIME: 5:30-7:00PM

WHERE: Eagle's Nest

1914 Campbell Rd., La Crosse

COST: \$5 ALL YOU CAN EAT CHILI/SOUP

Sponsored by: RAQ Radio

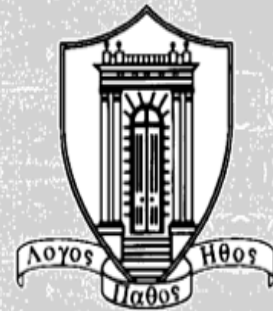


UNIVERSITY *of* WISCONSIN
LA CROSSE

LAMBDA PI ETA

Meetings this Semester: Nov. 11, Nov. 18, Dec. 9 @ 5:30pm (Centennial 2313)

Presidents: Audra Geis (geis.audra@uwlax.edu)
Megan Sarauer (Sarauer.megan@uwlax.edu)



Requirements:

- Completed 60+ credit hours (12+ credit hours in CST)
- Have a minimum 3.0 GPA for all classes
- Have a minimum 3.25 GPA for all CST work

Explore Intercultural Differences in Organizations and Sports in

SCOTLAND



Travel with UWL faculty and students!

Program Description

Courses: CST 322 - CST 351

OPEN TO ALL MAJORS!

This two-course (6 credit) faculty-led program to Stirling, Scotland will give students opportunities to explore intercultural differences in organizations and sports, as well as to compare and contrast interviewing and sport communication methods in another English-speaking country. This experience will allow students to visit sport and business organizations to better understand Scotland's organizational practices. Stirling is the heart of organized sport in Scotland (home of the Stirling Sport Village), and it would provide opportunities to learn about sports that are important globally, but not as much as in the United States, such as cricket and rugby.

In addition to traditional classroom instruction, assignments and cultural excursions in Scotland will provide opportunities for students to interact within the Scottish culture. In our course schedules, we've included three-day weekends to provide students with opportunities to experience cultures beyond Stirling.

Prerequisite: None

Includes: 6 credits tuition, housing, breakfast, and cultural excursions!

NOTE: Students are welcome to take CST 391 - Practical Applications in Communication Studies in lieu of CST 322 or CST 351.

SUMMER 2020

Learn more and apply!



INTERNATIONAL
EDUCATION
& ENGAGEMENT

UWL
UNIVERSITY OF WISCONSIN
LA CROSSE

Take: **CST 322** Communication and Sport
CST 351 Interviewing
Led by Dr. Ronda Leahy & Dr. Kate Lavelle

UNIVERSITY OF WISCONSIN-LA CROSSE



University of Wisconsin - La Crosse

COMMUNICATION CLUB

Meet fellow students with the best major on campus (Communication Studies), network with local employers, learn about internship opportunities and much more. If any of these sound like you, then come to one of our meetings listed below!

- November 5th : Guest Speaker- Corey Sjoquist, UWL Director of Admissions (CST Alumnus)
- November 19th : Cards, Blanket Making, and Donation night
- December 10th : Comm Club Semester Social at Eagles Nest

Contact Executive Board for more info!

President: Sabrina Ruffalo, VP: Jordan Weiss, Membership: Megan Sarauer, PR: Jackson Martinez

All meetings held in Centennial 2301 at 7:30 p.m.



Follow us on
Facebook!

QUESTIONS???

- SIGN UP FOR CLUBS
 - GO TO SCOTLAND
 - JOIN OUR FACEBOOK PAGE
 - LET'S DRAW FOR PRIZES..!
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