Interactive Web Management – BS/BA Planning Sheet

BS/BA General Education Requirements   **42 credits____**

Computer Science and/or Journalism course Requirements   **24 credits____**
(9 credits must be upper-level Computer Science or Journalism)

Interactive Web Management Requirements   **37 credits____**

Introduction (9 credits)

BUS 111	Creating the Digital Future	3__
JOURNAL 141	Introduction to Journalism	3__
BUS 198	Introduction to Business	3__

Technical (11 credits)

CS 142 **or** 221 Introduction to Programming or Java Programming I	3__
CS 125 Web Development	3__
BUS 390 F Internet Platform Management (Bus 311 and CS 125)	3__
BUS 311 Essentials of IS	2__

Business (8 credits)

Bus 371 F Essentials of Marketing	2__
BUS 392 S Technology Innovation (Bus 311)	3__
BUS 463 F Internet Marketing (Bus 371)	3__

Media (9 credits)

CS 347 S Introduction to Usability (CS 142 or 221 and Econ 210)	3__
JOURNAL 340 New and Emerging Media	3__
JOURNAL 440 Application of New and Emerging Media (JOURNAL 340)	3__
BUS 488 Interactive Web Management Portfolio Seminar	1__

(Final semester, admitted to COB, c/Bus 492 or 442 or Journalism 427 or Computer Science 299, and graduation application on file)

Recommended Course Sequence:

Freshman Year: Creating the Digital Future (BUS111), Web Development (CS125)
Sophomore Year: Recommended to take Journalism 141, CS 142 or 221, and Journalism 340 (be sure to take BUS 311 in Spring of Sophomore year for Pre-requisites for Junior Year)
Junior Year: Recommended to take BUS 390, BUS 392, and CS 347
Senior Year: Recommended to take BUS 463, BUS 488, and Journalism 440

To fulfill the Computer Science and/or Journalism 24 credits: BA and BS
Students must choose at least 9 credits of upper-level Journalism and/or Computer Science Courses as listed in the following two lists. Students are not limited to choose from one department's offerings, but can mix and match.

Computer Science:
- CS 346 - 3 Website Development (CS 262)
- CS 334/335 - 3 Graphical User Interface Programming (CS 262)
- CS 341 -3 Software Engineering (CS 262 and junior level standing)
- CS 350 - 1 Computer Ethics (Junior Level)
- CS 361 - 3 Database Design (CS 271)
- CS 391 - 3 Networks (CS 251, CS271, and Math 212)

Journalism:
Common Advertising Classes
J351   Advertising Copy and Layout (J141, J221, J224, J250)
J353   Advertising Media (J141, J221, J224, J250)
J424   Strategic Campaigns in Advertising (J141, J221, J224, J250, J351 or J353)
J457   Media Organization and Management (J141, J221, J224)
J472   Research in Strategic Communication (J141, J221, J224)

Common Media Studies Classes
J312   Media Ethics (J141, 60 cr hrs)
J341   Media and Society (J141, 60 cr hrs)
J371   History of Journalism in the United States (J141, 60 cr hrs)
J472   Research in Strategic Communication (J141, J221, J224)

Common Public Relations Courses
J315   Public Relations Techniques (J141, J221, J224, J211)
J319   Planning and Management Case Studies in Public Relations (J211, 60 cr hrs)
J455   Public Relations Campaigns (J141, J211, J221, J224, J315)
J472   Research in Strategic Communication (J141, J221, J224)

Common Visual Journalism Courses
J331   Visual Media Design (J141, J221, J224, 60 cr hrs)
J339   Media Photography II (J141, J221, J239, 60 cr hrs)
J351   Advertising Copy and Layout (J141, J221, J224, J250)
J451   Online Publishing (Proposed change to Advanced Multimedia Production)
J3**   Travel and Documentary Photography (Proposed new course)
J3**   Foundations of Multimedia Production (Proposed new course)

Common Writing/Editing Courses
J325   Magazine Editing and Production (J141, J221, J224, J327 and J331)
J327   Reporting (J141, J221, 60 cr hrs)
J413   Feature Writing (J141, J221, J224, J327)
J428   Advanced Reporting (J141, J221, J224, J327)

J441   Interpretive and Opinion Writing (J141, J221, J327)

The journalism core classes are required of journalism majors. They serve as prerequisites for many of the journalism courses. However, only certain journalism courses require all of these core classes as prerequisites. There are some upper-level journalism courses that only require Journalism 141, and these may be of special interest to those seeking more traditional liberal arts courses in journalism. The journalism core courses are listed immediately below:

Journalism Core

J141   Introduction to Journalism and Mass Communication
J221   Writing for the Media
J224   Editing (J221)
J412   Law of Mass Communication (J141, J221, J224, and 60 cr hrs)

The skills courses should not be seen as simply technical courses. All these skills courses require lecture and lab attendance, similar to courses in areas like physics and chemistry.

Course descriptions for Business courses can be found here:
http://www.uwosh.edu/cob/future-students/undergraduate/academics/course-descriptions

Journalism course are here:
http://www.uwosh.edu/departments/journalism/program/index.php

Computer Science courses: http://www.uwosh.edu/computer_science/cs-major/courses/course-descriptions