

## PUBLIC COMMUNICATION B.S.

All students must meet the University Requirements. (<http://catalogue.uvm.edu/undergraduate/academicinfo/degree requirements/>)

All students must meet the College Requirements. (<http://catalogue.uvm.edu/undergraduate/agricultureandlifesciences/#requirements text>)

Public Communication (PCOM) is the practice of creating and delivering relevant, creative, and responsible messages to serve the needs of a community, business, or organization. PCOM graduates are well-prepared for careers in marketing, public relations, community organizing, event planning, and activist journalism, as well as in video, audio, graphic, and social media.

The PCOM program equips students to use communication to inform and persuade, to build relationships, and to encourage open dialogue in organizations and communities toward resilient solutions. The academic programming is rooted in the application of research, theory, technical knowledge, and sound design principles. Students majoring in Public Communication use an integrated, hands-on approach to communication to critically analyze situations, manage information, and craft messages that work in an increasingly global society.

### CDAE CORE REQUIREMENTS

CDAE 002	D2:SU:World Food,Pop & Develop	3
CDAE 024	Fund of Public Communication	3
CDAE 061	SU:Principles of Comm Dev Econ	3
CDAE 102	Sustainable Community Dev	3
CDAE 127	Consumer,Markets&Public Policy	3
CDAE 250	Applied Research Methods	4

### PCOM MAJOR REQUIREMENTS

CDAE 015	Visual Communication	3
or CDAE 060	Design Innovation I	
CDAE 018	Communication Design I	3
CDAE 120	Strategic Writing for PCOM	3
or CDAE 121	News Writing Across Media	
CDAE 124	Public Communication Media	3
CDAE 224	Public Communication Capstone	3

### concentration requirements: communication design

Required Courses: 9 credits		
CDAE 016	Digital Illustration	3

CDAE 116	Communication Design II	3
CDAE 231	Applied Computer Graphics	3
or CDAE 111	Design:Narrative Media & Video	
or CDAE 114	Doc. Film for Social Change	
or CDAE 144	Community Media Production	
Elective Courses: 12 credits from the list below:		
CDAE 001	Drafting & Design in SketchUp	
CDAE 101	Drafting & Design: SketchUp II	
CDAE 112	Social Media:Theory 2 Practice	
CDAE 119	Event Planning for Athletics	
CDAE 123	Media-Policy-Action	
CDAE 129	Communication Law	
CDAE 145	Propaganda, Media, & Cit Respn	
CDAE 160	Design Innovation II	
CDAE 164	Design+Cultural Entrepreneurshp	
CDAE 178	Socially Responsible Marketing	
CDAE 195	Special Topics (when the topic is Publication Design)	
ARTS 144	Digital Art	
ARTS 145	Graphic Design	
CS 008	QR: Intro to Web Site Dev	
CS 142	QR: Advanced Web Design	

### Concentration requirements: Community Media + Journalism

Required Courses: 9 credits		
CDAE 123	Media-Policy-Action	3
or CDAE 145	Propaganda, Media, & Cit Respn	
CDAE 129	Communication Law	3
CDAE 112	Social Media:Theory 2 Practice	3
or CDAE 113	Activist Journalism	
Elective Courses: 12 credits from the list below:		
CDAE 111	Design:Narrative Media & Video	
CDAE 113	Activist Journalism	
CDAE 114	Doc. Film for Social Change	
CDAE 116	Communication Design II	

CDAE 141	Crisis Communication	
CDAE 143	Sports Media	
CDAE 144	Community Media Production	
CDAE 160	Design Innovation II	
CDAE 174	Global Media & Intl Developmen	
CDAE 251	Contemp Policy Iss:Comm Dev	
CS 008	QR: Intro to Web Site Dev	
CS 142	QR: Advanced Web Design	

**concentration requirements: Strategic communication**

Required Courses: 9 credits		
CDAE 128	Strategic Communication	3
CDAE 129	Communication Law	3
CDAE 168	SU:Marketing:Com Entrepreneurs	3
or CDAE 178	Socially Responsible Marketing	
Elective Courses: 12 credits from the list below:		
CDAE 060	Design Innovation I	
CDAE 112	Social Media:Theory 2 Practice	
CDAE 119	Event Planning for Athletics	
CDAE 123	Media-Policy-Action	
CDAE 141	Crisis Communication	
CDAE 144	Community Media Production	
CDAE 145	Propaganda, Media, & Cit Respn	
CDAE 157	Consumer Law and Policy	
CDAE 159	Consumer Law in Action I	
CDAE 166	Intro to Comm Entrepreneurship	
CDAE 251	Contemp Policy Iss:Comm Dev	
CDAE 259	Consumer Law in Action II	
PA 206	Intro Cont Public Affairs	
POLS 137	Politics and Media	
SPCH 031	Argument & Advocacy	