



**MAJOR: PUBLIC COMMUNICATION (PCOM)**  
 Department of Community Development and Applied Economics

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**CDAE CORE COURSES (18 Credits)**

<u>Sem</u>	<u>Grade</u>	
_____	_____	(3) CDAE 002 World Food, Population, & Development
_____	_____	(3) CDAE 015 Visual Communication
_____	_____	(3) CDAE 061 Community Development Economics (Fall)
_____	_____	(3) CDAE 102 Sustainable Community Development (Spring)
_____	_____	(3) CDAE 127 Consumers, Markets, & Public Policy (Spring)
_____	_____	(3) CDAE 250 Applied Research Methods
_____	_____	Internship/service-learning (met by internship or service learning component experience in a course)

**PCOM REQUIRED COURSES (34 credits)**

<u>Sem</u>	<u>Grade</u>	<b>19 Credits Required</b>
_____	_____	(1) CDAE 014 Visual Communication Studio
_____	_____	(3) CDAE 024 Fundamentals of Public Communication (Fall)
_____	_____	(3) CDAE 129 Communication Law (Fall)
_____	_____	(3) CDAE 120 Strategic Writing for Public Communication (Fall) (Prereqs: Eng 1, CDAE 24) OR CDAE 195 Writing Across Media (Spring) (Prereq: Eng 1)
_____	_____	(3) CDAE 124 Public Communication Media (Spring)
_____	_____	(3) PA 206 Introduction to Contemporary Public Affairs (Spring)
_____	_____	(3) CDAE 295 Public Communication Capstone (Spring) (Prereqs: CDAE 14,15,24,120, 250)

**15 Credits Required from this List** (Choose 5+ courses from the following)

_____	_____	(3) CDAE 128 Consumer & Advertising (Fall)
_____	_____	(3) CDAE 157 Consumer Law & Policy (Fall)
_____	_____	(3) CDAE 159 Consumer Assistance Program
_____	_____	(3) CDAE 166 Intro to Community Entrepreneurship
_____	_____	(3) CDAE 168 Marketing for Community Entrepreneurship (Fall)
_____	_____	(3) CDAE 251 Contemporary Policy Issues in Community Development (Fall 11)
_____	_____	(3) CDAE 231 Applied Computer Graphics
_____	_____	(3) SOC 43/243 Mass Communication and Society
_____	_____	(3) SOC 150 Popular Culture
_____	_____	(3) POLS 137 Politics and the Media
_____	_____	(3) CDAE 195 Intercultural Communication (Spring)
_____	_____	(3) CDAE 195 College Media Practicum (Internship)
_____	_____	(3) Special Topics: _____
_____	_____	Transfer credits as appropriate
_____	_____	Transfer credits as appropriate

Unspecified Minor or Advisor Approved Focus (15+ credit hours)

<u>Sem</u>	<u>Grade</u>	<u>Course</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Remaining credit hours (15+ credits of free electives)

Free Electives (15+ credits)

<u>Sem</u>	<u>Grade</u>	<u>Course</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## CALS CORE COMPETENCIES

**Skills: Students develop abilities and use tools to effectively communicate, analyze, problem solve, think critically, and work with others.**

Communication Skills: Written and Oral Communication. Two courses & applications

Sem            Grade

\_\_\_\_\_        \_\_\_\_\_        (3) English 001-099 + 3 redrafted papers in additional courses (CDAE 102, 120, 166, 250)  
\_\_\_\_\_        \_\_\_\_\_        (3) CALS 183 (or CALS 001) + 3 graded speeches in additional courses (CDAE 102, 168, 295 - Capstone)

Information Technology Skills: Computer Applications. One course

\_\_\_\_\_        \_\_\_\_\_        (3) CALS 85 (or CALS 002)

Quantitative Skills: Math and Statistics. Two courses

\_\_\_\_\_        \_\_\_\_\_        (3) Math 9 or higher  
\_\_\_\_\_        \_\_\_\_\_        (3) Stat 111 or higher

Critical Thinking Skills: As fulfilled by curriculum requirements, critical thinking skills are developed by PCom majors through a series of courses and experiences that help them develop the ability to comprehend, judge, and present written/oral arguments and to solve problems. Students learn how to distinguish between fact, conjecture, and intuition. (CDAE 002, 15, 61, 124, 127, 250)

Interpersonal Skills: As fulfilled by curriculum requirements, interpersonal skills are developed by PCom majors through a series of courses and experiences that help them develop the ability to work well with other people by understanding and using skills of leadership, conflict resolution, and group process. (CDAE 002, 124, 252)

**Knowledge: Students develop a fundamental base of knowledge that will serve as a foundation for lifelong learning.**

Physical & Life Sciences: Two courses (with or without labs)

\_\_\_\_\_        \_\_\_\_\_        (3-4cr) \_\_\_\_\_  
\_\_\_\_\_        \_\_\_\_\_        (3-4cr) \_\_\_\_\_

Social Science: Two courses

\_\_\_\_\_        \_\_\_\_\_        (3) Political Science 21  
\_\_\_\_\_        \_\_\_\_\_        (3) \_\_\_\_\_

Humanities & Fine Arts: Two courses

\_\_\_\_\_        \_\_\_\_\_        (3) \_\_\_\_\_  
\_\_\_\_\_        \_\_\_\_\_        (3) \_\_\_\_\_

**Values: Students are exposed to values that are expressed through relationships with the community, the environment, and themselves that are consistent with the mission of CALS and the UVM campus compact known as "Our Common Ground."**

Citizenship & Social Responsibility: Two 3-credit University Approved Diversity Courses. All students are required to complete 6 credits addressing race relations and ethnic diversity before graduation, 3 of which have to come from approved Category 1 courses. Course options can be found at: <http://www.uvm.edu/provost/diversity/>

\_\_\_\_\_        \_\_\_\_\_        (3) \_\_\_\_\_ (Category 1)  
\_\_\_\_\_        \_\_\_\_\_        (3) \_\_\_\_\_ (Category 1 or 2)

Environmental Stewardship: As fulfilled by curriculum requirements, Environmental Stewardship is developed by PCom majors through a series of courses and experiences that help them develop the sensitivity between humans and the natural world and the responsibility for stewardship of nature. (CDAE 15, 61, 102)

Personal Growth: The two Foundations courses, plus additional courses and experiences in the PCom major help students develop Personal Growth as a healthy lifestyle, continuous self-improvement, and a love of learning. Students develop and affirm the values of respect, integrity, innovation, openness, justice, and responsibility.

\_\_\_\_\_        \_\_\_\_\_        Foundations: CALS 001/ 002