MAJOR: PUBLIC COMMUNICATION (PCOM)
Concentration: Community Media + Journalism
Department of Community Development and Applied Economics

<table>
<thead>
<tr>
<th>CDAE CORE COURSES (19 Credits)</th>
<th>Sem</th>
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<td></td>
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<td></td>
<td>(3) CDAE 002 World Food, Population, &amp; Development</td>
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<td>(3) CDAE 024 Fundamentals of Public Communication</td>
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<td>(3) CDAE 061 Community Development Economics (Fall)</td>
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<td>(3) CDAE 102 Sustainable Community Development</td>
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<td>(3) CDAE 127 Consumers, Markets, &amp; Public Policy</td>
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<td>(4) CDAE 250 Applied Research Methods</td>
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<td>Internship/service-learning (met by internship or service learning component experience in a course)</td>
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<tr>
<th>PCOM REQUIRED COURSES (36 credits)</th>
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<td></td>
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<td>(3) CDAE 015 Visual Communication</td>
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<td>(3) CDAE 018 Communication Design Studio (was 1cr. CDAE 014)</td>
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<td>(3) CDAE 120 Strategic Writing for Public Communication OR CDAE 121 Writing Across Media</td>
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<td>(3) CDAE 124 Public Communication Media</td>
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<th>Community Media + Journalism Concentration REQUIRED COURSES</th>
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<td>(3) CDAE 123 Media-Policy-Action</td>
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<td>(3) CDAE 129 Communication Law</td>
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<td>(3) CDAE 145 Propaganda, Media, &amp; Cit Respnr</td>
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<td>(3) CDAE 224 Public Communication Capstone/Internship</td>
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<tr>
<th>Community Media + Journalism Concentration ELECTIVE COURSES</th>
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<tr>
<td></td>
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<td>(3) CDAE 001 Drafting &amp; Design Drawing (named “Drafting and Design in SketchUp” in F19)</td>
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<td>(3) CDAE 101 Computer Aided Drafting &amp; Design (named “Drafting &amp; Design: SketchUp II” in F19)</td>
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<td>(3) CDAE 111 Design: Storytelling and Video</td>
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<td>(3) CDAE 112 Social Media: Theory 2 Practice</td>
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<td>(3) CDAE 113 Citizen Journalism: Digital Age (CDAE195 Backpack Journalism)</td>
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<td>(3) CDAE 114 Documentary Film for Social Change</td>
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<td>(3) CDAE 118 Visual Presentation Design</td>
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<td>(3) CDAE 164 Design &amp; Cultural Entrepreneurship</td>
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<td>(3) CDAE 174 Global Media &amp; Intl Development</td>
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<td>(3) CDAE 195 College Media Practicum</td>
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<td>(3) CDAE 195 Motion Graphics</td>
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<td>(3) CDAE 195 Information Graphics and Data Visualization</td>
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<td>(3) CDAE 251 Contemporary Policy Issues in Community Development</td>
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<td>(3) CDAE 295 Publication Design</td>
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Unspecified Minor or Advisor Approved Focus (15+ credit hours)

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Free Electives (15+ credits)

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12/30/18
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

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(3) English 001 + 3 redrafted papers (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

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(3) CALS 85 (or CALS 002)

Quantitative Skills: Math and Statistics. Two courses

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(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)

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Social Science: Two courses

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(3) Political Science 21

(3) ___________________

Humanities & Fine Arts: Two courses

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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/

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(3) ___________________(Category 1)

(3) ___________________(Category 1 or 2)

Sustainability: One 3-credit University Approved Sustainability Course (designated as SU in the Registrar’s listings). All students matriculating in Fall 2015 or later are required to complete 3 credits addressing sustainability issues before graduation.

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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.

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Foundations: CALS 001/002