

# GCM UW-STOUT

Graphic Communications Management

NAME \_\_\_\_\_

ID# \_\_\_\_\_

Student \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Date \_\_\_\_\_

Program Director \_\_\_\_\_ Date \_\_\_\_\_

**ETHNIC STUDIES REQUIREMENT**

List courses to be taken with INMGMT-400

**ANALYTICAL REASONING (6-7 credits)**

STAT-130	Elementary Statistics [or]	2
STAT-320	Statistical Methods	3
MATH-121	Math II [or Higher]	4

**HEALTH & PHYSICAL EDUCATION (2 credits)**

\_\_\_\_\_ 2

**TECHNOLOGY (2 credits)**

\_\_\_\_\_ 2

**GCM MAJOR**

**Professional Management (30 credits)**

INMGMT-200	Production/Operations Mgmt	3
INMGMT-300	Engineering Economy	3
INMGMT-365	Project Management	3
INMGMT-400	Organizational Leadership [ES-C]	3
BUACT-201	Financial/Managerial Accounting [or]	3
BUACT-206	Intro to Financial Accounting	
BUMKG-330	Principles of Marketing	3
GCM-380	Graphic Comm. Estimating & Scheduling	3
GCM-470	Graphic Comm. Distribution Management	3
GCM-480	Graphic Comm. Customer Service & Admin.	3
GCM-495	Graphic Communications Seminar	3

**Co-op (2 credits)**

GCM-x49	Co-op	2
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**Technical Component (36 credits)**

GCM-141	Graphic Communications	3
GCM-151	Premedia Tools & Processes	3
GCM-251	Digital Premedia File Creation	3
GCM-266	Digital & Offset Press Systems	3
GCM-270	Postpress Operations & Planning	3
MEDIA-375	Web Production & Distribution	3
MEDIA-311	Advertising & Public Relations Photography	3
GCM-351	Cross-Media Marketing Systems	3
GCM-363	Package Printing	3
GCM-367	Color Management	3
GCM-443	Graphic Communications Practicum	3
GCM-445	Publication Production	3

**Emphasis Area (12 credits)** 12

(See other side for list of Emphasis Area choices)

**PROGRAM TOTAL** 124

INMGMT-400 Organizational Leadership [ES-C]

**GLOBAL PERSPECTIVES REQUIREMENT**

Indicate how you plan to meet this requirement (choose one):

- Foreign Language completed in High School
- Foreign Language taken at UW-Stout
- Study Abroad; Country:
- UW-Stout Coursework: **GCM-495 GC Seminar**

and \_\_\_\_\_

**COMMUNICATION SKILLS (8 credits)**

ENGL-101	English Composition [or]	3
ENGL-111	Honors English I	
ENGL-102	English Reading & Writing [or]	3
ENGL-112	Honors English II	
SPCOM-100	Fundamentals of Speech	2

**HUMANITIES/ARTS (9 credits)**  
(Choose from at least 3 different areas on GE listing):

MEDIA-204	Exploring Photography	3
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**SOCIAL & BEHAVIORAL SCIENCE (9 credits)**

(Choose from at least 3 different areas on GE listing):

ECON-201	General Economics [or]	3
ECON-210	Principles of Economics	

**NATURAL SCIENCE (8-9 credits)**

BIO-111	Science, Society & Environment	4
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(Plus choose either Chemistry or Physics below):

CHEM-115	General Chemistry [or]	5
PHYS-211	Intro to Physics (taken with lab below)	3
PHYS-212	Intro to Physics Lab	1

**Emphasis Areas – Indicate your choice from the list below**

**Computer Science**

CS-144	Computer Science I	3
CS-145	Computer Science II	3
CS-245	Intro To Computer Organization	3
CS-248	Web and Internet Programming	3

**Applied Photography**

MEDIA-411	Photojournalism & Documentary Photo	3
MEDIA-415	Product Photography	3
<i>Select two courses from the following...</i>		
MEDIA-441	Fashion Photography [or]	3
MEDIA-305	Photo Processes [or]	3
MEDIA-330	Video Production [or]	3
MEDIA-412	Nature Photography	3

**Information Technology**

TCS-103	Information & Commun. Technology	3
TCS-131	Network OS Fundamentals	3
TCS-145	Intro to Network Infrastructure	4
TCS-305	Office Automation Technology	3

**Layout & Design**

ART-101	Two-Dimensional Design Foundations	3
DES-310	Graphic Design I	3
DES-360	Graphic Design II	3
<i>Select one of the following courses...</i>		
DES-386	Publication Design [or]	3
DES-388	Typographic Design [or]	3
DES-410	Product & Packaging Graphics	3

**Packaging**

PKG-150	Packaging Fundamentals	2
PKG-210	Pkg Mat'ls: Paper, Wood, Adhes & Metals	3
PKG-220	Packaging Materials: Polymers & Glass	3
PKG-250	Consumer Packaging Systems	3
XXX-xxx	Elective Credit	1

**Production Operations**

BUMGT-304	Principles of Management	3
INMGT-305	Resource Planning & Materials Mgmt.	3
INMGT-310	Production Processing	3
INMGT-350	Facilities Planning	3

**Production Supervision**

INMGT-416	People Process Culture	3
INMGT-430	Employee Involvement: Work Teams	2
PSYC-370	Interpersonal Effectiveness Training	2
PSYC-382	Human Resource Management	3
PSYC-403	Mgmt of Employee Reward Systems	3

**Quality**

INMGT-120	Quality Concepts	3
INMGT-320	Quality Tools	3
INMGT-325	Quality Management	3
INMGT-410	Six Sigma Quality Improvement	3

**Safety/Loss Control**

RC-381	Occupational Safety/Loss Control	3
RC-383	Occup. Safety Regulations & Standards	2
RC-387	Human Factors Engineering/Ergonomics	3
RC-372	Behavioral Approach to Accident Prevent.	3
XXX-xxx	Elective Credit	1

**Sales & Marketing**

BUMKG-334	Professional Selling & Market Develop.	3
BUMKG-335	Sales Management	3
BUMKG-370	Principles of Advertising	3
<i>Select one of the following courses...</i>		
BUMKG-385	Target Marketing [or]	3
BUMKG-350	E-Business Strategy & Practice [or]	3
BUMKG-436	Marketing Management	3

**Supply Chain Management**

INMGT-120	Quality Concepts	3
INMGT-305	Resource Planning & Materials Mgmt.	3
BUMKG-337	Procurement, Sourcing & Supply Chain	3
BUMKG-438	Principles of Logistics	3

**Technical Writing**

ENGL-325	Copyediting & Preparation	3
ENGL-415	Technical Writing	3
ENGL-435	Writing Technical Manuals	3
<i>Select one of the following courses...</i>		
ENGL-361	Hypertext Writing [or]	3
ENGL-388	Writing Multimedia [or]	3
ENGL-320	Business Writing	3

**Training & Development**

TRHRD-360	Training Systems for Business & Industry	3
TRHRD-370	Training Methods in Business & Industry	2
MEDIA-360	Intro to Media in Education & Training	2
CTE-334	Performance Analysis	3
CTE-474	Adult Education	2

**Custom (as approved by Program Director)**

*Courses to Consider for a Custom Emphasis Area*

GCM-362	Screen & Specialty Print Manufacturing	3
GCM-443	Graphic Comm. Practicum [repeat]	3
GCM-x49	Additional Co-op credits	1-3
GCM-x99	Independent Study	1-3
GCM-367 or GCM-443	[repeatable]	3