

Mass Communication

At UW-Eau Claire

A degree in mass communication prepares students to craft messages for for-profit or non-profit organizations through a process of research, analysis, interpretation, and evaluation. A mass communication degree will help enhance students' oral, written, visual, and social media communication skills—some of the most important skills employers look for!

Innovative teaching/ experiential learning

UW-Eau Claire mass communication majors learn by doing. In addition to learning the principles and practices of ethical and effective mass communication, students learn and apply the skills necessary for success in the rapidly-changing profession. They apply their knowledge and skills through case studies and group projects at every course level. They also conduct research and create public relations and advertising campaigns for campus and community clients, including the Happiness Project, Downtown Eau Claire and Sacred Heart Hospital. Working in collaboration with department faculty, students have recently conducted original research on topics including how audiences consume and share online contents and how audiences respond to public health campaigns.

Students can gain on-campus experience in creating effective messaging by working in advertising or public relations with the student newspaper The Spectator, WUEC-FM 89.7 Radio, and other campus organizations, and by participating in the UW-Eau Claire chapters of the Public Relations Student Society of America (PRSSA) and the American Advertising Federation (Ad Fed).

Students can also supplement their in-class experiences with internships



in a variety of for-profit and non-profit organizations.

Modern facilities

The department is home to the recently renovated Communication and Journalism Center, a state-of-the-art facility that includes TV and radio news studios and projection facilities, a visual communication studio and lab, and the offices of student media

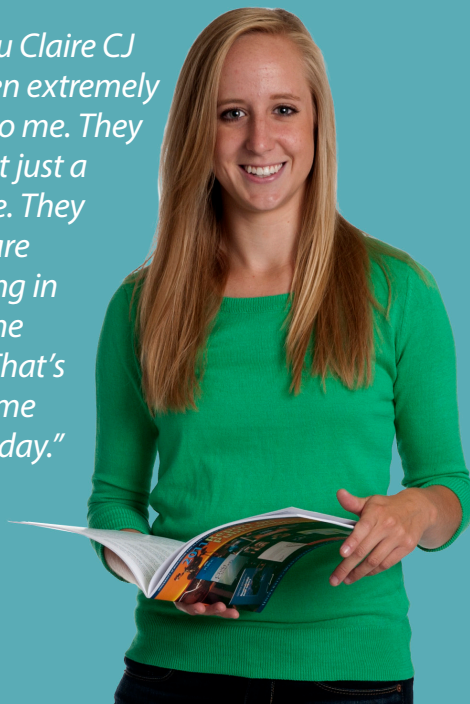
outlets, The Spectator and Blugold Radio (WUEC FM 89.7).

Scholarships for continuing students

Through the generosity of our alumni and other donors, the Department of Communication and Journalism is able to offer more than 30 scholarships to continuing majors. Be sure to apply as a sophomore and junior!

"The UW-Eau Claire CJ staff has been extremely resourceful to me. They know I'm not just a number here. They genuinely care how I'm doing in and out of the classroom. That's what keeps me going every day."

— Anna



Our graduates

Typical positions held by mass communication graduates include advertising or marketing-related

strategic communication, event planning, public relations, or political communication.

Majors

- Mass Communication
- Advertising
- Public Relations

Minors

- Mass Communication
- Advertising
- Public Relations

Suggested freshman curriculum

University writing requirement—depending on placement exam.

For test-out options, see uwec.edu/Blugoldseminar/testout.

- Communication and Contemporary Society
- Fundamentals of Speech
- Fundamentals of Advertising
- Introduction to Public Relations
- General electives

Accreditation

The Accrediting Council on Education in Journalism and Mass Communication nationally accredits the advertising, journalism and public relations emphases.

Places our grads go:

- *Director of Communications*, Arena Football League, Chicago, IL
- *Marketing Specialist*, Education, Bloomington, MN
- *PR and Marketing Associate*, Boys and Girls Club of Milwaukee, WI
- *Account Executive*, Ludlow Advertising, Minneapolis, MN
- *Public Relations Specialist*, Fleishman-Hillard, Milwaukee, WI
- *Project Coordinator*, United States Holocaust Memorial Museum, Washington, DC
- *Digital/Direct Marketing Consultant*, Kohl's Department Stores, Milwaukee, WI

The Power of
AND

What will your **AND** be?
Be a Blugold and find out!

MASS COMMUNICATION

Hibbard Hall 152, hoffmamf@uwec.edu, Mary Hoffman
715-836-2528 • www.uwec.edu/commjour

visit
www.uwec.edu/admissions

note:

Nearly all upper division courses (numbered 300 and above) required in major and minor programs are available only to students who have completed prerequisite courses with grades of C or above and whose total and resident grade-point averages are 2.5 or above.

www.uwec.edu/commjour