

Mass Communication

[At UW-Eau Claire]

The UW-Eau Claire mass communication program prepares you to research, analyze, interpret, evaluate and present content effectively through various channels of communication. Because of its essential role in our society, mass communication helps you to: enhance your oral, written and visual communication skills - the first skills employers look at! It will help you develop research and persuasive skills and strengthen your capacity for critical and analytical thinking. You will understand mass communication processes in diverse cultural, social, legal and ethical contexts.

Intern experience

Mass communication majors benefit from the competitive edge and valuable learning experience gained through internships. Students can earn credit for internships approved by the department. In recent years, mass communication students have had the opportunity to intern with organizations such as The American Red Cross, The City of Eau Claire, Menards, Inc., Luther Midelfort, United Way, Target Corporation, and Eau Claire Express Baseball, to name a few!

Innovative teaching

Many faculty teaching in the mass communication majors have both academic credentials and professional experience in public relations or advertising. Their industry experience allows them to create unique courses which intertwine theory and real-world applications, such

as event planning courses where students manage clients and organizations, to plan and facilitate events.

Faculty research

Students also gain experience researching alongside faculty. Recent research topics include ideology and news coverage in North Korea, the effectiveness of anti-alcohol advertising, and the framing of political and public issues.

100% student run

UWEC's student newspaper, the Spectator, is not only 100% student run, but is also award winning. The paper has won awards



from the Society of Professional Journalists and the Wisconsin Newspaper Association. It provides opportunities for advertising staff members in hard copy form and in its new online edition.

To learn more about the Eau Claire Advantage go to www.uwec.edu/advantage



[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]

- Intro to College Writing
- Communication in the Information Age
- 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, broadcast journalism, print journalism and public relations emphases.

Places our grads go:

Public Relations:

- *Project Coordinator*, Xcel Energy, Eau Claire, WI
- *Special Events Manager*, Junior Achievement, Maplewood, MN
- *PR and Marketing Associate*, Boys and Girls Club of Milwaukee, WI
- *Event Coordinator*, Hyatt Regency Hotel, Chicago, IL

Advertising:

- *Account Executive*, Ludlow Advertising, Minneapolis, MN
- *Account Coordinator*, Makovsky & Co. Inc., New York, NY
- *Media Coordinator*, Laughlin Constable, Whitefish Bay, WI
- *Copywriter*, Mason Shoe Co., Chippewa Falls, WI

for more information

For more information about the mass communication program:
MASS COMMUNICATION
Hibbard Hall 152, hoffmamf@uwec.edu, Mary Hoffman
715-836-2528 • www.uwec.edu/commjour

For more information about campus:
ADMISSIONS
Schofield Hall 111
UW-Eau Claire Eau Claire, WI 54702-4004
715-836-5415 • 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