

Communication



The communication program at UW-Eau Claire helps students improve their own communication and the communication of others in interpersonal, group, organizational, and public settings. These skills are among the most important sought by employers in any field. Communication is the means by which human relationships are established and maintained, and it is the process that allows groups to share and debate ideas, find common purpose and coordinate efforts.

Majors

- **Communication** - Organizational Communication
- **Communication** - Communication Studies

Minors

- **Communication** - Organizational Communication
- **Communication** - Communication Studies
- **Multimedia Communication**

Certificates

- **Integrated Strategic Communication**
- **Social Advocacy and Change**

Contact Info:

Communication + Journalism
Hibbard Humanities Hall 152
124 Garfield Avenue
715-836-2528 | cj.dept@uwec.edu

Prepared for Success

An emphasis in communication studies allows students to study how people communicate in interpersonal relationships, how messages influence individual and group behavior, and how messages can be used to improve both individual and community life. Students graduating from this program are prepared to work in a variety of fields, including community development, environmental or social activism, ministry, politics and government, and higher education.

An emphasis in organizational communication allows students to improve communication in organizations in ways that enhance individual experiences and organizational productivity. Students graduating from this program will be prepared for work in management, human resources, training and development, event planning, community relations, or variety of other areas in for-profit and non-profit organizations.

Graduates can work for private organizations and businesses, for government agencies, political parties, financial institutions, economic development firms, non-profit organizations and universities and colleges. Graduates find jobs in public relations firms, advertising agencies, non-profit organizations and marketing firms.

Why UW-Eau Claire

The Power of **AND**

University of Wisconsin
Eau Claire

Communication (continued)

Scholarships

Thanks to 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!

Hands-On Experience

Students majoring in communication at UW-Eau Claire not only learn the principles and theories underlying the discipline, they also gain hands-on experience in analyzing situations and communication, and crafting effective messages. Students conduct communication audits for campus and community organizations, participate in social action research projects, write analyses of public communication, and conduct original research on a variety of topics. Recent research projects have focused on the role of conflict and supportive communication on satisfaction of group members; political satire and student perception of politics; leadership, job satisfaction and organizational citizenship; the impact wellness programs have on job satisfaction. Students also build skills and knowledge by competing for the nationally-ranked UW-Eau Claire Forensics program.

Internships

Students can also build their knowledge and skills as communication professionals through internships at for-profit and non-profit organizations such as Kohler, Big Brothers Big Sisters, Eau Claire Jazz Fest and Wisconsin Public Radio.

Innovative 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 production facilities, a visual communication studio and lab, and the offices of student media

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

First-Year Suggested Curriculum

- University writing requirement—depending on placement exam
- Introduction to Interpersonal Communication or Introduction to Organizational Communication
- Fundamentals of Speech or Fundamentals of Human Communication
- Human Communication Theory
- Introduction to Rhetoric and Society
- General education

Special Admission Guidelines

No student may have both a major and a minor from the department of communication and journalism. 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.