Integrated Strategic Communication

At UW-Eau Claire

A degree in integrated strategic communication prepares students to craft messages for for-profit or non-profit organizations through a process of research, analysis, interpretation, and evaluation. An integrated strategic 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 integrated strategic communication majors learn by doing. In addition to learning the principles and practices of ethical and effective 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 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!

Accreditation

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

Majors

Integrated Strategic Communication
  • Advertising
  • Public Relations

Minors

Integrated Strategic 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

Our graduates

Typical positions held by integrated strategic communication graduates include advertising or marketing-related strategic communication, event planning, public relations, or political communication.

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

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

The Power of AND

What will your AND be?

Be a Blugold and find out!

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

visit
www.uwec.edu/admissions