Communications

Undergraduate Major

Undergraduate Minor

What is Communication Studies?
Communication studies is the study of the process of human communication. The field is broad because communication can be both verbal or non-verbal, and it is critical in a variety of settings. Communication can be interpersonal, intrapersonal and intercultural, and is an important process whether occurring internally, between two people, in small groups or within organizations.

Take your communication skills to the next level
With a degree in communication studies, you’ll increase your understanding of the communication process and develop communication skills to serve you personally and professionally throughout your life. Effective communication is essential for success in any job that requires working with other people, giving directions and instructions, making presentations, designing messages, persuading others, promoting ideas and products, and helping others resolve problems.

UW-La Crosse’s Communication Studies Department focuses on academic training and professional skill building, so graduates develop outstanding abilities in writing, speaking, organization and critical thinking.

Communication studies jobs
Career opportunities for students graduating with a degree in Communication Studies are interesting and varied. Graduates may pursue communication-intensive careers in business, law, politics, social and human services, media, and higher education. Effective communication skills are a major concern of almost every employer - the field provides excellent foundation knowledge and general skills for careers in any type of business, industry or organization in both the public and private sector.

Entry-level careers
- Promotional specialist
- Customer service representative
- Management or administration trainee
- Media production
- Media sales
- Personnel/human resources
- Public information officer and press secretary
- Public relations
- Salesperson
- Event coordinator
- Corporate trainer
- Residence hall director

Long-term career development
- Communication consultant
- Government lobbyist
- Human resources/personnel manager
- Marketing communication manager
- Media or advertising account executive
- Non-profit organization director
- Public affairs director
- Vice president
- Public relations
- Dean of student life
- Certified counselor
- Development director

I could not have predicted my college experience because the journey is just too good to pre-plan. I’m leaving with memories, life lessons and an abundance of knowledge in my field and stories to share.

Audra Geis
Communications

What distinguishes UWL's Communications Studies program?

- **Choose your path**
  Students can select a major or minor in Communication Studies with an emphasis in one of the following areas. The department also offers two interdisciplinary minors: Digital media studies & design and leadership development.

  **Interpersonal communication**: Learn about how our daily interactions with others in one-on-one and small group communication impact our identities and relationships. Coursework focuses on theories and skills to ensure students’ personal and professional relationships are successful as well as socially just.

  **Media Studies**: Gain skills in multimedia production; analyze media industries, texts, audiences, and technology from different perspectives and theories; and learn how to work within a media culture that intersects with history, politics, and economics. Media studies graduates have been successful in earning master's degrees as well as working in various media-related fields.

  **Organizational and professional communication**: Receive intensive training in the types of communication that are essential in business, industry, and organizations of all kinds. Courses in this emphasis relate to the fundamentals of effective professional communication and focus on such topics as interviewing, leadership, communication in the health professions, and organizational communication.

  **Public Communication and Advocacy**: Focus on the use of communication as a tool to accomplish specific goals in the public sector. Many of the students who choose this emphasis are interested in careers in law, government, or politics – because they want to be opinion leaders who make the world a better place. This emphasis area will involve students in multiple opportunities to build their writing and speech-making abilities. Students will also learn about public issues and the debate/discussion of those issues in the public sector.

- **High rate of internship placement**
  The Communication Studies Department typically has one of the highest rates of internship placement at UWL. Faculty encourage students to include an internship as part of their academic experience, and many students pursue these experiences working in government, public or social services, public relations, advertising, management, promotions or other related organizations.

- **Student involvement**
  Student organizations including Communication Club and Lambda Pi Eta allow students to become more involved with the department, the campus and in the community. Students in the Communication Club gain professional and social skills by providing peer advising, workshops and technical training.

- **Earn credit for communication-intensive activities**
  Students are able to earn academic course credit for communication-intensive extracurricular activities through participation in communication studies activities courses and independent studies.

- **Semester-long investigation of a communication-related topic**
  Every communication studies major completes a semester-long investigation of a communication-related topic. This senior capstone project allows students the opportunity to conduct undergraduate research and work closely with a faculty mentor. It provides firsthand experience with valuable skills such as analytical thinking, the use of research tools, and the development of critical arguments and research questions.