Communication Studies

Undergraduate Programs

Majors:
- Communication Studies
  with emphases available in:
  - Interpersonal Communication
  - Media Studies
  - Organizational and Professional Communication
  - Public Communication and Advocacy

Minors:
- Interpersonal Communication
- Media Studies
- Organizational and Professional Communication
- Public Communication and Advocacy
- Digital Media Studies and Design
- Leadership Development

Sample Courses
- Introduction to Communication Studies
- Communication and Civic Engagement
- Theories of Communication
- Research Methods in Communication Studies
- Presentational Speaking
- Computer Mediated Communication
- Professional Communication
- Interpersonal Communication
- Debate
- Intercultural Communication
- Gender Communication
- Public Relations
- Organizational Communication
- Interviewing: Principles and Processes

Department Overview

A degree in communication studies provides excellent knowledge foundation and general skills for many types of jobs in both the private and public sectors of the economy. The Communication Studies Department provides nearly fifty courses in four curriculum areas: interpersonal communication, media studies, organizational and professional communication, and public communication and advocacy. Each student who elects the 39 credit major in communication studies must select one of these areas as an emphasis in the program. Each of these curriculum areas is also available as a 24 credit minor. A minor in communication studies is valuable with any major.

Communication studies faculty members help build skills not only in the student’s area of program emphasis, but across the communication studies field. Because of the department’s focus on academic training and professional skill building, communication studies graduates develop outstanding abilities in writing, speaking, organization, and critical thinking.

Communication Studies Department
4206 Centennial Hall
608.785.8519
www.uwlax.edu/commstudies

View degree requirements: www.uwlax.edu/catalog
Department Features

The focus of the communication studies program is to thoroughly prepare students academically and professionally. This focus is evident inside and outside the classroom. Students are involved in activities outside class that give them a chance to use what they learn in class. The Communication Club and Lambda Pi Eta, allow students to become more involved with the department, the campus, and the community. Students in the Communication Club gain professional and social skills by providing peer advising, workshops, and technical training. Students are also able to earn academic course credit for communication intensive extracurricular activities through participation in communication studies activities courses and independent studies.

The Communication Studies Department encourages students to include an internship as part of their academic experience. As students near the end of their academic career, many pursue practical applications of their coursework through internships in government, public or social services, public relations, advertising, management, promotions or other related organizations. The Communication Studies Department typically has one of the highest rates of internship placement at UWL.

Inside the classroom, writing may be the single most important skill a student can learn. To ensure that communication studies majors are well prepared as writers, the department is a writing-in-the-major program. This means the department has developed a comprehensive program that challenges students to develop their ability to write with increasing sophistication as they move through the major. Writing is incorporated into all communication coursework.

Every communication studies major completes a senior project in CST 499, the capstone course. Working closely with faculty, each student completes a semester-long investigation of a communication-related topic. The senior project provides an opportunity to gain the educational benefits of undergraduate research. The experience deepens the relationship between faculty mentors and students. It provides firsthand experience with analytical thinking, the development of research questions, and the use of research tools—all valuable in the “real world.”

Program Features

INTERPERSONAL COMMUNICATION

Students who select the major in communication studies with an emphasis in interpersonal communication or the minor in interpersonal communication will receive intensive training in one-on-one and small group communication. Courses in this emphasis focus on such topics as communication in relationships, intercultural communication, gender communication, and family communication.

MEDIA STUDIES

Students who select the major in communication studies with an emphasis in media studies will learn about the ‘hands on’ work that takes place in a radio station, television studio, or in a web development lab. Students have access to state-of-the-art computer and broadcast equipment, including student operated cable-TV station, WMCM-TV. Equally important, students also learn about what’s needed behind the scenes.

ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION

Students who select the major in communication studies with an emphasis in organizational and professional communication or the minor in organizational and professional communication will 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

The major in communication studies with an emphasis in public communication and advocacy focuses 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 for all of us. 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.
# Communication Studies

## Career Opportunities

**ENTRY LEVEL**
- Promotional Specialist
- Customer Service Representative
- Management or Administration Trainee
- Media Production
- Media Sales
- Personnel/Human Resources

**PUBLIC INFORMATION OFFICER AND PRESS SECRETARY**
- 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

**FURTHER EDUCATION**

Students with a degree in Communication Studies from UWL are prepared for graduate study in fields such as organizational communication, media studies, international relations, health communication and college student personnel. The programs also provide a solid foundation for students who aspire to attend law school or seminary.

## Occupational Outlook

In addition to preparing students for communication-related careers, a degree in Communication Studies is an excellent foundation for employment in either the public or private sector of the economy, in any type of business, industry or organization. Communication skills are essential for success in any job that requires working with other people, giving directions and instructions, making presentations, designing messages, persuading co-workers and the public, promoting ideas and products, and helping others resolve problems. Career opportunities for students graduating with a degree in Communication Studies are interesting and varied. The minor programs offered by the Department of Communication Studies are valuable additions to other major programs offered by UWL. Effective communication skills are a major concern of almost every employer.

### JOB TITLES OF GRADUATES
- Account Executive
- Assistant Buyer
- Assistant Television Program Director
- Director of Tourism
- District Sales Manager
- Instructor
- Insurance Representative
- Management Trainee
- Pharmaceutical Sales Person
- Promotions Director
- Public Relations Events Coordinator
- University Recruiter
- Counselor
- Mediator
- Professor
- Talk Show Host
- Health Personnel Educator
- Grant Evaluator
- Community Relations Grants Officer

## Professional Associations

The Communications Studies Department and faculty are affiliated with the following professional organizations.

- National Communication Association
- International Communication Association
- Central States Communication Association
- Association for Education in Journalism and Mass Communication
- National Association of Television Programming Directors
- Rhetoric Society of America