The Division of Communication at UW–Stevens Point is proud to offer outstanding educational opportunities for undergraduate and graduate students interested in the vibrant, crucial and diverse field of communication. In our classes, we infuse the theoretical and practical dimensions of arts management and communication majors with history, cultural context and real-world applications. Our students graduate with the skills and knowledge they need to compete and succeed in our rapidly changing society.

**Programs Offered**

The Division of Communication offers the following:

- **Arts Management Major (Bachelor of Arts)**
- **Communication Major (Bachelor of Arts or Bachelor of Science)**
- **Master of Arts in Communication**

**Arts Management** combines skills in business, communication and the arts to promote all facets of the arts in any size community. Arts managers are responsible for financing and marketing, developing programs, managing facilities, writing grants, and managing personnel to support artists and arts agencies.

Courses in the **Communication** major help students develop and hone expertise in public presentations, effective writing, critical thinking, working in teams and creating media. Students choose an emphasis in one of three areas: Interpersonal/Organizational Communication, Media Studies, or Public Relations.

Students may work toward their **Master of Arts** in organizational communication, interpersonal communication, public relations and media studies. Many students elect to take most of their courses in one area and one or two courses in an adjunct area. Some will achieve a blend between areas, depending upon how they define an area of concentration. Working with your advisor, you define a plan of study best suited to your career and academic goals.

**Internships**

Professional job experience before graduation provides students a distinct advantage before they enter the competitive job market. Internships give students a chance to test-drive a career before they begin full-time employment and also provide the opportunity to hone skills outside the classroom. Many successful interns have been offered full-time jobs following their internships with the same organization.

**Externships**

Our externship program offers qualified students in communication and arts management a chance to work in some very impressive locations. Our London program is a wonderful opportunity for highly motivated senior students to experience real work in an urban setting. Students have worked for NBC News, top British PR firms, film companies, the British Parliament, various theatres, the Saatchi Gallery, the British Museum and many other exciting venues. Nationally, our arts management students have had externship experience with the Milwaukee Repertory Theatre, the Kennedy Center in Washington D.C., Columbia Artists Management in New York and the Barrington Stage Company in Barrington, Massachusetts.
Our Faculty
The award-winning faculty members of the Division of Communication enjoy teaching and mentoring students. Our 16 full-time professors employ their own research and creative interests, as well as their experiences working in and with businesses and not-for-profit organizations, to enrich the courses they create and teach. Enthusiasm joins knowledge and preparation as a hallmark of the Division’s teachers.

Faculty members also serve as academic advisors for our students majoring in communication and arts management. We pride ourselves on an advising process in which students work closely with a faculty member in their chosen major and emphasis area. This one-on-one relationship helps students move effectively through their coursework and complete their degree in a timely fashion.

Facilities
The Communication Arts Center offers outstanding facilities for learning in both small and large settings. Our classrooms incorporate technology designed to help support student projects and presentations. We host two well-equipped computer labs, a video production studio, a radio station and campus newspaper. Students will find multiple curricular and co-curricular opportunities to gain practical experience using state-of-the-art equipment.

High School Preparation
We believe that well-rounded students provide their best chances for success. In addition to the usual university requirements for admission, recommended areas of study should include the arts, science, literature, communication, foreign language and math.

SPtv - WWSP-90fm - The Pointer
Stevens Point Student Television (SPTV) allows UW-Stevens Point students to produce, direct and perform in live and recorded programs for online transmission and telecast in the Stevens Point area.

WWSP–90FM is the noncommercial, student-run radio station at the University of Wisconsin–Stevens Point. It is the largest station of its kind in the Midwest and broadcasts with 30,000 watts at 89.9 on the FM dial 365 days a year.

The Pointer, UW-Stevens Point’s weekly newspaper, is written and edited by students and is published every Thursday during the academic year.

Public Relations Student Society of America
UW-Stevens Point’s national award-winning chapter of the Public Relations Student Society of America (PRSSA) provides students the opportunity to learn more about the public relations field through campaign activities, guest speakers, field trips and professional conferences.

After Graduation
With an average placement rate of over 90%, our graduates continue their success in the professional workplace. Possible career options include: reporter, public relations specialist, human resource manager, marketing, television and radio producer, public affairs director, television anchor, social media director, recruiter, and editor.