Marketing Communications is a unique major offered at UW-River Falls and gives students the opportunity to take part in a highly competitive and innovative environment. This program integrates the field's activities—advertising, cyber marketing, direct marketing, personal selling, sales promotions, public relations and publicity into a comprehensive field of expertise. It enables students to understand how communication should work and why. Students learn to communicate effectively in written, visual, and oral modes.

They become equipped to create or manage effective Integrated Marketing Communications programs, providing all with the skills and experiences necessary to adapt to the world's rapidly evolving communication needs and to succeed as a Marketing Communications professional.

**Hands-On Experience**
Being just 30 minutes from Minneapolis/St. Paul is a major benefit to finding applied work experience and internships for our students. The Twin Cities Area is the number two public relations and advertising market in the nation, giving students a great professional and personal advantage.

Students gain their professional experience through hands-on experiences and unique opportunities. Our students have had a wide range of internships and real-world experience, including 3M, NetRadio, West Publishing, Sportsman’s Guide, Northwestern Mutual, Hennepin County Health, Andersen Windows, Miller Meester, and MN Vikings. Students not only learn about their field and gain priceless experience, but also have the opportunity to network and gain professional connections.

With a Marketing Communications Degree, students will be qualified for jobs in corporate, industrial, and non-profit organizations. Our alums hold jobs in various areas, including:

- Government
- Higher Education
- Technology
- Travel/Tourism
- Health Care
- Consumer Products
- Business-to-Business Marketing
- Beauty/Fashion
- Professional/Collegiate Sports
- and Entertainment and Financial Services.

UW-River Falls students gain professional experience during their undergraduate career. Richard Picone, a current UWRF student, developed his leadership style, organizational skills, and creative thinking ability to become part of successful team.

Richard assisted with various corporate communication projects during his internship, such as:

- **Video Production Assistant:** assisting the video producer on two video shoots; he was also an actor in several scenes; he coordinated obtaining over 50 props, including borrowing a brand new BMW from a dealer and bringing in his own PC & printer for use as a prop in one video.

- **3M DisneyFest Exhibit:** Richard was part of a team that designed and produced “The World of 3M Innovation,” a 5,000 square foot customer exhibit tent for DisneyFest in Asia.

- **Interactive Kiosk Production:** Richard helped gather product literature and photos for development of an interactive kiosk program.

**Business Unit Profiles:** Richard worked with 40+ business units to obtain updated information for use on Internet.