



UW OSHKOSH COLLEGE OF BUSINESS

INTERACTIVE WEB MANAGEMENT

Employers are increasingly looking for people who are able to take advantage of technology tools to improve the way they do business. The Interactive Web Management (IWM) major is designed to provide students with knowledge about current technologies and media that include social media, blogs, wikis, collaborative filtering, social search, user-generated content, mobile applications, and social networking.

UW Oshkosh IWM facts

- Students in the IWM major are sought after by employers for internships and full-time positions
- IWM is an emerging field of academic study, designed to prepare students for emerging career fields
- Students take classes in Marketing, Information Systems, Computer Science, and Journalism programs

IWM Classes

- Web Development
- Creating the Digital Future
- Internet Marketing
- Comp Science and Programming
- Digital Marketing
- New and Emerging Media
- Technology Innovation
- Introduction to Usability
- Writing for the Media
- E-Commerce Tech Management

Characteristics

- Explorer
- Detail-Oriented
- Quick Learner
- Self-Reliant
- Researcher
- Creative
- Resourceful

Common Job Titles

- Digital Marketing Strategist
- Online Community Manager
- Social Media Analyst
- Social Media Specialist
- User Experience Designer
- Web Designer
- Web Developer
- Web Editor
- Webmaster
- Web Producer



Annual Starting Salary
\$38,884

Average Hourly Intern Wage
\$13.55



Interactive Web Management Club

Interactive Web Management Club is a student organization to help members become more familiar with the career possibilities for IWM majors. This major blends facets of business administration, computer science, information systems, marketing, and journalism. Gain valuable knowledge in the field, hear from experienced professionals in a broad range of topics, and make connections to help further your education and career.

Featured Employers



College of Business