The School of Journalism and Mass Communication (SJMC), founded in 1905, offers professional education within the context of the liberal arts degree of the College of Letters & Science. The student earns the journalism bachelor of arts (JBA) or journalism bachelor of science (JBS) degree upon completion of the program. Students are required to complete at least one of the two professional tracks, Journalism or Strategic Communication.

The school seeks to provide students with both a broad cultural base for future careers and the competence to do professional work immediately after graduation. Of the 120 credits required for graduation, at least 21 must be in the social sciences/humanities—for example, economics, history, psychology, political science, sociology. In addition to skills courses, students are required to take courses in conceptual subjects such as law and history of mass communication, public opinion, international communication and communication theory. The student approaches mass communication as science, art, and service while relating it to many facets of society.

**PRACTICAL EXPERIENCE: ORGANIZATIONS**

The school encourages students to gain practical experience through part-time jobs and internships. Student media include (but are not limited to) The Daily Cardinal, the Badger Herald (http://www.badgerherald.com), WSUM radio (http://wsum.wisc.edu) and the Wisconsin Union Directorate Publications (https://union.wisc.edu/get-involved/wud/publications). Student organizations related to the school and major include (but are not limited to) the Public Relations Student Society of America (PRSSA), the Advertising Club, the Society of Professional Journalists (SPJ) and the Association for Women in Communication (AWC). Professionals from the media and related fields appear often in classes and meet with students in professional student organizations.

**INTERNSHIPS**

Students planning careers as media professionals are encouraged to hold one or more internships in the area of their academic specialization(s). Declared journalism majors or prospective Journalism majors with no other declared major may earn course credit for internships that relate to their professional tracks. As part of their degree programs, students may earn a maximum of 3 credits of JOURN 697 Internship during their undergraduate careers. Students may earn only one credit of JOURN 697 per semester, but may repeat the credit up to three times. Students who wish to earn degree credit for their internships should consult with career advisor Pam Garcia-Rivera before they accept an internship. Students must enroll in JOURN 697 at the time they hold the internship. Students who wish to enroll in JOURN 697 should see Pam Garcia-Rivera for authorization to enroll.

**HOW TO GET IN**

**ADMISSION TO THE JOURNALISM DEGREE PROGRAM**

Students who wish to declare themselves as degree candidates in journalism must submit an application to the School of Journalism and Mass Communication (SJMC). Applications are accepted each fall and spring semester for admission the following semester. Prospective degree candidates must present to the school a record of academic achievement, writing ability and extracurricular participation that indicate a probability of success in some field of communication.

In order to apply for admission to the school, students must have met the following requirements:

- A minimum of 24 credits completed by the end of the semester in which they apply, including transfer credits but excluding AP and retroactive language credits.
- Completion of JOURN 201 Introduction to Mass Communication by the end of the semester in which they apply. Students may have no more than 16 credits in Journalism courses taken at UW–Madison when applying for admission.

Transfer students must be enrolled for at least one semester at UW–Madison before applying for admission to the SJMC (their first semester may be in progress at the time they submit their application). Students transferring journalism course credit from other colleges and universities should check their record of transferred credit with the SJMC undergraduate academic advisor. The academic advisor is available for consultation at most SOAR orientation sessions for transfer students.

The number of students to be admitted in a given semester is subject to change based on the school's capacity to provide adequate access to required courses. Admissions decisions are based on the entire application, with particular emphasis on academic performance and writing ability. Specific guidelines for submitting the application portfolio are available online at this link (http://journalism.wisc.edu/undergraduate/admissions/the-application) or in SJMC academic advising. The academic advisor conducts one-hour information sessions for applicants each semester, with dates and times listed on the application; these sessions are highly recommended and provide more information for applicants than is possible in a one-on-one advising meeting.

After admission to the school, the student's classification will be changed to JBA or JBS to reflect this change in status.

**REQUIREMENTS**

**UNIVERSITY GENERAL EDUCATION REQUIREMENTS**

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to
the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext) section of the Guide.

General Education
- Breadth—Humanities/Literature/Arts: 6 credits
- Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
- Breadth—Social Studies: 3 credits
- Communication Part A & Part B *
- Ethnic Studies *
- Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

COLLEGE OF LETTERS & SCIENCE
BREADTH AND DEGREE REQUIREMENTS: BACHELOR OF ARTS (B.A.)

Students pursuing a bachelor of arts degree in the College of Letters & Science must complete all of the requirements below. The College of Letters & Science allows this major to be paired with either a bachelor of arts or a bachelor of science curriculum. View a comparison of the degree requirements here. (https://pubs.wisc.edu/home/archives/ug15/images/babs2009.pdf)

BACHELOR OF ARTS DEGREE REQUIREMENTS

Mathematics
Fulfilled with completion of University General Education requirements Quantitative Reasoning a (QR A) and Quantitative Reasoning b (QR B) coursework. Please note that some majors may require students to complete additional math coursework beyond the B.A. mathematics requirement.

Foreign Language
- Complete the fourth unit of a foreign language; OR
- Complete the third unit of a foreign language and the second unit of an additional foreign language

Note: A unit is one year of high school work or one semester/term of college work.

L&S Breadth
- Humanities, 12 credits: 6 of the 12 credits must be in literature
- Social Sciences, 12 credits
- Natural Sciences, 12 credits: must include one 3+ credit course in the biological sciences; must include one 3+ credit course in the physical sciences

Liberal Arts and Science Coursework
- 108 credits

Depth of Intermediate/Advanced work
- 60 intermediate or advanced credits

Major
- Declare and complete at least one (1) major

Total Credits
- 120 credits

UW-Madison
- 30 credits in residence, overall
- 30 credits in residence after the 90th credit
- Minimum 2,000 in all coursework at UW–Madison
- GPAs 2,000 in intermediate/advanced coursework at UW–Madison

NON–L&S STUDENTS PURSING AN L&S MAJOR

Non–L&S students who have permission from their school/college to pursue an additional major within L&S only need to fulfill the major requirements and do not need to complete the L&S breadth and degree requirements above. Please note that the following special degree programs are not considered majors so are not available to non–L&S degree-seeking candidates:

- Applied Mathematics, Engineering and Physics (Bachelor of Science–Applied Mathematics, Engineering and Physics)
- Journalism (Bachelor of Arts–Journalism; Bachelor of Science–Journalism)
- Music (Bachelor of Music)
- Social Work (Bachelor of Social Work)

REQUIREMENTS FOR THE MAJOR

31 credits in major course work to include:

INTRODUCTORY REQUIREMENTS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN 201</td>
<td>Introduction to Mass Communication</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 202</td>
<td>Mass Communication Practices</td>
<td>6</td>
</tr>
<tr>
<td>JOURN 203</td>
<td>Information for Communication</td>
<td>2</td>
</tr>
</tbody>
</table>

Social Science and Humanities
- 12 credits

Intermediate/Advanced courses from at least three distinct Subjects
- 24 credits

1 Courses cross-listed in JOURN may not count toward this requirement.

TRACKS

Students must complete one of two tracks: Journalism, which focuses on reporting, or Strategic Communication, which focuses on forms of persuasive communication that includes advertising and public relations. 3

Classical Journalism

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN 335</td>
<td>Principles and Practices of Reporting</td>
<td>4</td>
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</tbody>
</table>

Advanced Reporting - one course:
- 4 credits

- JOURN 401 | In-Depth Reporting                      | 4       |
- JOURN 404 | Interpretation of Contemporary Affairs   |         |
- JOURN 405 | Creative Nonfiction                      |         |
- JOURN 411 | Multimedia Design                       |         |
- JOURN 417 | Magazine Publishing                      |         |
JOURN 420 Investigative Reporting
JOURN 425 Video Journalism
JOURN 426 Community-Based Reporting
JOURN 453 Strategic Media Relations
JOURN 455 Emerging Media and the News
JOURN 456 Long Form Video
JOURN 475 Special Topics in Advanced Concepts and Skills

Total Credits 8

Strategic Communication

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN 345</td>
<td>Principles and Practice of Strategic Communication</td>
<td>4</td>
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</table>

Advanced Strategic Communication—one course: 4

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN 411</td>
<td>Multimedia Design</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 417</td>
<td>Magazine Publishing</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 445</td>
<td>Creative Campaign Messages</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 447</td>
<td>Strategic Media Planning</td>
<td></td>
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<tr>
<td>JOURN 449</td>
<td>Account Planning and Strategy</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 453</td>
<td>Strategic Media Relations</td>
<td></td>
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<tr>
<td>JOURN 455</td>
<td>Emerging Media and the News</td>
<td></td>
</tr>
<tr>
<td>JOURN 456</td>
<td>Long Form Video</td>
<td></td>
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<tr>
<td>JOURN 463</td>
<td>Digital Media Strategies</td>
<td>4</td>
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<tr>
<td>JOURN 464</td>
<td>Public Relations Strategies</td>
<td>4</td>
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<tr>
<td>JOURN 470</td>
<td>Strategic Communication Campaigns Capstone</td>
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<tr>
<td>JOURN 475</td>
<td>Special Topics in Advanced Concepts and Skills</td>
<td>2</td>
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Total Credits 8

PERSPECTIVES, TOPICS AND ADVANCES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN/ HISTORY 560</td>
<td>History of Mass Communication</td>
<td>6-8</td>
</tr>
<tr>
<td>JOURN 561</td>
<td>Mass Communication and Society</td>
<td></td>
</tr>
<tr>
<td>JOURN 563</td>
<td>Law of Mass Communication</td>
<td></td>
</tr>
<tr>
<td>JOURN 564</td>
<td>Media and the Consumer</td>
<td></td>
</tr>
<tr>
<td>JOURN 565</td>
<td>Effects of Mass Communication</td>
<td></td>
</tr>
<tr>
<td>JOURN 566</td>
<td>Communication and Public Opinion</td>
<td></td>
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<tbody>
<tr>
<td>JOURN/ COM ARTS/ HDFS 616</td>
<td>Mass Media and Youth</td>
<td>3-4</td>
</tr>
<tr>
<td>JOURN 618</td>
<td>Mass Communication and Political Behavior</td>
<td></td>
</tr>
<tr>
<td>JOURN 620</td>
<td>International Communication</td>
<td></td>
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<tr>
<td>JOURN 658</td>
<td>Communication Research Methods</td>
<td></td>
</tr>
<tr>
<td>JOURN/ ASIAN AM 662</td>
<td>Mass Media and Minorities</td>
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<tr>
<td>JOURN 666</td>
<td>Professional Responsibility in Mass Communication</td>
<td>2</td>
</tr>
<tr>
<td>JOURN 669</td>
<td>Literary Aspects of Journalism</td>
<td></td>
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<tr>
<td>JOURN 675</td>
<td>Topics in Government and Mass Media</td>
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<tr>
<td>JOURN 676</td>
<td>Special Topics in Mass Communication</td>
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</table>

Advances:

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JOURN/ COM ARTS/ LSC 617</td>
<td>Health Communication in the Information Age</td>
<td></td>
</tr>
<tr>
<td>JOURN 622</td>
<td>The Impact of Emerging Media</td>
<td></td>
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<tr>
<td>JOURN 664</td>
<td>Social Networks in Communication</td>
<td></td>
</tr>
<tr>
<td>JOURN 670</td>
<td>Community Service Learning: Technology for Social Change</td>
<td>4</td>
</tr>
<tr>
<td>JOURN/LIS 677</td>
<td>Concepts and Tools for Data Analysis and Visualization</td>
<td>4</td>
</tr>
</tbody>
</table>

JOURN 678 Legal & Ethical Dimensions of Emerging Media

Total Credits 9-12

2 Special Topics courses may count for either track, or no track, depending on Topic. Consult the advisor for this major to determine eligibility of JOURN 475 to meet a major requirement.
3 Students planning to complete both tracks should consult with the undergraduate academic advisor about course availability and planning.
4 Course may be applied to the digital studies certificate.

RESIDENCE AND QUALITY OF WORK

2.000 GPA in all JOURN and major courses
2.000 GPA on 15 upper-level major credits, taken in residence
15 credits in JOURN, taken on the UW–Madison campus

HONORS IN THE MAJOR

Students may declare Honors in the Journalism Major in consultation with the Journalism undergraduate advisor.

HONORS IN THE JOURNALISM MAJOR REQUIREMENTS

To earn Honors in the Major in Journalism, students must satisfy both the requirements for the major (above) and the following additional requirements:

- Earn a 3.300 overall university GPA
- Earn a 3.400 GPA for all JOURN courses and courses that count toward the major
- Complete one additional Topics or Advances course, for a total of two Topics or Advances courses
- Earn a grade of B or better in the four Perspectives, Topics and Advances courses
- Complete a two-semesters of Senior Honors Thesis in JOURN 681 Senior Honors Thesis and JOURN 682 Senior Honors Thesis, for a total of 6 credits.
UNIVERSITY DEGREE REQUIREMENTS

Total Degree
To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency
Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. “In residence” means on the UW–Madison campus with an undergraduate degree classification. “In residence” credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work
Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

1. Convey information and express ideas effectively in contemporary media.

2. Understand the responsible and ethical use of mass media.

3. Appreciate the media’s relationship with social, political, legal and economic systems.

4. Think strategically, creatively and critically, to solve problems in a professional context.

ADVISING AND CAREERS

JOB INFORMATION SERVICE
The school provides a job listing service at current listings (https://journalism.wisc.edu/career-services/current-listings) on the SJMC website. Questions concerning that can be directed to Pam Garcia-Rivera.

Current students and recent alumni are encouraged to meet with the undergraduate career advisor to discuss career and internship opportunities. Students may consult the school website (http://journalism.wisc.edu/career-services) or with the undergraduate career advisor for specific information.

L&S CAREER RESOURCES
SuccessWorks at the College of Letters & Science helps students leverage the academic skills learned in their major, certificates, and liberal arts degree; explore and try out different career paths; participate in internships; prepare for the job search and/or graduate school applications; and network with professionals in the field (alumni and employers).

SuccessWorks can also assist students in career advising, résumé and cover letter writing, networking opportunities, and interview skills, as well as course offerings for undergraduates to begin their career exploration early in their undergraduate career.

- SuccessWorks (https://careers.ls.wisc.edu)
- Set up a career advising appointment (https://careers.ls.wisc.edu/make-an-appointment)
- INTER-LS 210 L&S Career Development: Taking Initiative (1 credit, targeted to first- and second-year students)—for more information, see Inter-LS 210: Career Development, Taking Initiative (https://careers.ls.wisc.edu/inter-ls-210-career-development-taking-initiative)
- Learn how we’re transforming career preparation: L&S Career Initiative (http://ls.wisc.edu/lsci)

PEOPLE
Professor and Director: H. Shah
Professors Downey, Friedland, Kim, McLeod, Robinson, Rojas, D. Shah
Associate Professors Riddle, Wagner, Wells
Assistant Professors Cascio, Culver, Graves, McGarr, Palmer