

JOURNALISM, JBA

The School of Journalism and Mass Communication (SJMC) provides students with a connected, collaborative, and inclusive community of passionate communicators and prepares them for careers in a wide variety of fields. Whether they are interested in advertising and public relations, investigative journalism, or magazine publishing, students are equipped with an education grounded in liberal arts and a unique blend of hands-on skills training, theoretical learning, and real-world practice. As a result, graduates leave as skilled communicators, critical thinkers, seasoned problem-solvers, and innovators who are ready to hit the ground running in their careers.

Our undergraduate program prepares students to:

- Inform and persuade audiences with compelling messages, across a variety of contemporary media.
- Think strategically, creatively and critically to solve problems in a professional context.
- Meet the demands of an ever-changing communication industry with a wide variety of practical skills and real-world experience.
- Understand the responsible and ethical use of mass media.
- Appreciate the media's relationship with social, political, legal, and economic systems.
- Develop effective practices to advance inclusion and social justice in media professions and communication research.

To complete a JBA or JBS degree, students must complete at least one of the two professional tracks: Strategic Communication, or Reporting and Multimedia Journalism.

PROFESSIONAL TRACKS

STRATEGIC COMMUNICATION

Strategic communication informs and persuades audiences to take action. By using written, oral, and visual communication skills, strategic communicators tell the stories of people, brands, and organizations.

The strategic communication track (<https://journalism.wisc.edu/undergraduate/strategic-communication/>) prepares students for careers in advertising, public relations, media planning, social media, content, digital marketing, creative strategy, and more. Strategic communication is the foundation of brand, political, health, corporate, and financial communications – just to name a few.

REPORTING AND MULTIMEDIA JOURNALISM

Reporting and multimedia journalism inform the public about important issues and events. Through written, oral, and visual communication, multimedia journalists tell the stories that matter most to the audiences they serve. The reporting and multimedia journalism track (<https://journalism.wisc.edu/undergraduate/reporting-multimedia-journalism/>) prepares students for careers in print, broadcast, and digital news, investigative journalism, magazine writing, editing and publishing, documentary film, podcasting, and more. Students engage with the practices, ethics, and effects of journalism and its central role in democracy.

CERTIFICATES

In addition to strategic communication and journalism training, the journalism major offers the flexibility for students to earn certificates and enhance their learning in a specific area of communications. Certificates are a great way to dive deeper in to a particular interest, gain a new perspective on a primary degree, and stand out in future job interviews. The School offers three certificates for any UW–Madison student interested in gaining experience in digital media, data analysis, and sports communication – Digital Media Analytics Certificate (<https://journalism.wisc.edu/undergraduate/digital-media-analytics-certificate/>), Sports Communication Certificate (<https://journalism.wisc.edu/undergraduate/sports-communication-certificate/>), and Digital Studies Certificate (<https://journalism.wisc.edu/undergraduate/digital-studies-certificate/>).

PRACTICAL EXPERIENCE: ORGANIZATIONS

The School encourages students to gain practical experience through student organizations, part-time jobs, and internships.

ORGANIZATIONS

Student media include (but are not limited to):

- The Daily Cardinal (<https://www.dailycardinal.com/>)
- The Badger Herald (<https://badgerherald.com/>)
- WSUM radio (<https://wsum.org/>)
- 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):

- Public Relations Student Society of America (PRSSA) (<https://win.wisc.edu/organization/PRSSA/>)
- Advertising Club (<https://win.wisc.edu/organization/adclub/>)
- The Black Voice (<https://win.wisc.edu/organization/blackvoicesuw/>)
- Society of Professional Journalists (SPJ) (<https://www.spj.org/>)
- Association for Women in Communication (AWC) (<https://win.wisc.edu/organization/awc/>)
- Association for Women in Sports Media (AWSM) (<https://win.wisc.edu/organization/awsm/>)
- National Association of Black Journalists: UW–Madison (<https://nabjwisconsin.wordpress.com/>)
- Moda Magazine (<https://modamadison.com/>)

INTERNSHIPS

Students planning for careers in strategic communication or journalism 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 three (3) credits of JOURN 697: Internship during their undergraduate careers. Students may only earn one (1) credit of JOURN 697 per semester but may repeat the credit up to three times. JOURN 697 does not count as part of the 31 minimum journalism credits required for graduation. Students must enroll in JOURN 697 at the time they hold the internship.

CAREER SERVICES & ADVISING

One of the major benefits of the School of Journalism and Mass Communication major is access to a dedicated and experienced communications industry career adviser. The School also provides an up-to-date list of job postings on its website. Through our large network of active alumni, relationships with industry professionals, and hands-on skills curriculum, over 90% of our students find jobs within three to six months of graduation.

HOW TO GET IN

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 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/#requirementsforundergraduatedystudytext>) section of the *Guide*.

General Education	<ul style="list-style-type: none"> • 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 *
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* 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 DEGREE REQUIREMENTS: BACHELOR OF ARTS-JOURNALISM (JBA)

The School of Journalism and Mass Communication is a professional school within the College of Letters & Sciences (L&S). The College confers the Bachelor of Arts-Journalism (JBA) degree.

Students pursuing a Bachelor of Arts-Journalism (JBA) degree in the College of Letters & Science must complete all of the requirements below. The JBA is a special degree program; it is not considered a major. The JBA degree is not available to students who intend to earn a degree outside the College of Letters & Science.

Mathematics	Complete the University General Education Requirements for Quantitative Reasoning A (QR-A) and Quantitative Reasoning B (QR-B) coursework.
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Language	Complete either: <ul style="list-style-type: none"> • the fourth unit of a language other than English; or • the third unit of a language and the second unit of a different language other than English.
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L&S Breadth Complete:
 • 12 credits of Humanities, which must include at least 6 credits of Literature; and
 • 12 credits of Social Science; and
 • 12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.

L&S Breadth Complete:
 • 12 credits of Humanities, which must include at least 6 credits of Literature; and
 • 12 credits of Social Science; and
 • 12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.

Liberal Arts and Science Coursework Complete at least 108 credits.

Depth of Intermediate/Advanced Coursework Complete at least 60 credits at the Intermediate or Advanced level.

Major Declare and complete at least one major.

Total Credits Complete at least 120 credits.

UW–Madison Experience Complete both:
 • 30 credits in residence, overall; and
 • 30 credits in residence after the 86th credit.

Quality of Work
 • 2.000 in all coursework at UW–Madison
 • 2.000 in Intermediate/Advanced level coursework at UW–Madison

REQUIREMENTS FOR THE MAJOR

Students must complete 32 credits in major course work, to include:

INTRODUCTORY REQUIREMENTS

Code	Title	Credits
Introduction to Journalism		
JOURN 201	Introduction to Mass Communication	4
JOURN 202	Mass Communication Practices	6
JOURN 203	Information for Communication	3
Social Science and Humanities		12
Intermediate/Advanced courses from at least three distinct Subjects ¹		
Total Credits		25

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

CONCENTRATIONS

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

Journalism

Code	Title	Credits
JOURN 335	Principles and Practices of Reporting	4

Advanced Reporting - one course:		4
JOURN 401	In-Depth Reporting	
JOURN 404		
JOURN 405	Creative Nonfiction	
JOURN 411	Multimedia Design	
JOURN 417	Magazine Publishing	
JOURN 415	Science and Environmental Journalism	
JOURN 420	Investigative Reporting	
JOURN 425	Video Journalism	
JOURN 426	Community-Based Reporting	
JOURN 453		
JOURN 455	Emerging Media and the News	
JOURN 456	Long Form Video	
JOURN 457	Storytelling Through Sound	
JOURN 475	Special Topics in Advanced Concepts and Skills ²	

Total Credits 8

Strategic Communication

Code	Title	Credits
JOURN 345	Principles and Practice of Strategic Communication	4

Advanced Strategic Communication—one course:		4
JOURN 411	Multimedia Design	
JOURN 417	Magazine Publishing	
JOURN 445	Creative Campaign Messages	
JOURN 447	Strategic Media Planning	
JOURN 449	Account Planning and Strategy	
JOURN 453		
JOURN 455	Emerging Media and the News	
JOURN 456	Long Form Video	
JOURN 463	Digital Media Strategies	
JOURN 464	Public Relations Strategies	
JOURN 465	Social Media Marketing Communications	
JOURN 470		
JOURN 475	Special Topics in Advanced Concepts and Skills ²	
JOURN 457		
JOURN 457	Storytelling Through Sound	

Total Credits 8

PERSPECTIVES, TOPICS AND ADVANCES

Code	Title	Credits
Perspectives (Two courses):		
JOURN/ HISTORY 560	History of U.S. Media	8
JOURN 561	Mass Communication and Society	
JOURN 563	Law of Mass Communication	
JOURN 564	Media and the Consumer	
JOURN 565	Effects of Mass Communication	
JOURN 566	Communication and Public Opinion	
JOURN 567	Mass Media and Global Communication	

Topics or Advances (1 course):**3-4**

JOURN/ COM ARTS/ HDFS 616	Mass Media and Youth
JOURN 618	Mass Communication and Political Behavior
JOURN 620	International Communication
JOURN 649	Brand Strategy in Advertising & Integrated Communications
JOURN 658	Communication Research Methods
JOURN/ ASIAN AM 662	Mass Media and Minorities
JOURN 669	Literary Aspects of Journalism
JOURN 675	Topics in Government and Mass Media
JOURN 676	Special Topics in Mass Communication

Advances:

JOURN/ COM ARTS/ LSC 617	Health Communication in the Information Age
JOURN 622	The Impact of Emerging Media
JOURN 664	Social Networks in Communication
JOURN 657	Understanding Research Design & Statistics in Mass Communication
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization
JOURN 678	Legal & Ethical Dimensions of Emerging Media

Total Credits**11-12**

² Special Topics courses may count for either concentration, or no concentration, 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 concentrations should consult with the undergraduate academic advisor about course availability and planning.

RESIDENCE AND QUALITY OF WORK

- 2.000 GPA in all JOURN and all major courses
- 2.000 GPA on 15 upper-level major credits, taken in residence ⁵
- 15 credits in JOURN, taken on the UW–Madison campus

⁵ JOURN 400–699 are upper-level in the major.

HONORS IN THE MAJOR

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

HONORS IN THE JOURNALISM MAJOR REQUIREMENTS

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

- Earn a 3.300 University GPA
- Earn a 3.400 GPA for all JOURN courses and all 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-semester of Senior Honors Thesis in JOURN 681 and JOURN 682, 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

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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.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.

FOUR-YEAR PLAN

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This Four-Year Plan is only one way a student may complete an L&S degree with this major. Many factors can affect student degree planning, including placement scores, credit for transferred courses, credits earned by examination, and individual scholarly interests. In addition, many students have commitments (e.g., athletics, honors, research, student organizations, study abroad, work and volunteer experiences) that necessitate they adjust their plans accordingly. Informed students engage in their own unique Wisconsin Experience by consulting their academic

advisors, Guide, DARS, and Course Search & Enroll for assistance making and adjusting their plan.

First Year

Fall	Credits Spring	Credits
Communication A	3 JOURN 201	4
Quantitative Reasoning A	3-4 Ethnic Studies	3
Science Breadth	3 Biological Science Breadth	3
Foreign Language (if needed)	4 Foreign Language (if needed)	4
13		14

Second Year

Fall	Credits Spring	Credits
JOURN 202	6 JOURN 335 or 345	4
JOURN 203	3 Literature Breadth	4
Quantitative Reasoning B	3 Physical Science Breadth	3
Social Science Breadth	4 Social Science Breadth	4
	JOURN 601	1
16		16

Third Year

Fall	Credits Spring	Credits
Journalism or Strategic Communication course	4 Perspectives course	4
Intermediate/Advanced Humanities or Social Science for JBA/JBS	4 Intermediate/Advanced Humanities or Social Science for JBA/JBS	4
Literature Breadth	4 Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)	3-4
Science Breadth	3 Science Breadth	3
15		15

Fourth Year

Fall	Credits Spring	Credits
Perspectives course (JOURN 500+)	4 Topics or Advances course (JOURN 600+)	3-4
Intermediate/Advanced Humanities or Social Science for JBA/JBS	4 Electives	11
Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)	3-4	
Electives	5	
16		15

Total Credits 120

ADVISING AND CAREERS

ADVISING AND CAREERS ACADEMIC ADVISING

For information about academic advising, see the School of Journalism and Mass Communication website (<https://journalism.wisc.edu/undergraduate/meet-with-an-advisor/>).

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.

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

Every L&S major opens a world of possibilities. SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Enroll in a Career Course (<https://successworks.wisc.edu/career-courses/>) - a great idea for first- and second-year students:
 - INTER-LS 210 L&S Career Development: Taking Initiative (1 credit)
 - INTER-LS 215 Communicating About Careers (3 credits, fulfills Comm B General Education Requirement)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
 - INTER-LS 260 Internship in the Liberal Arts and Sciences
- Activate your Handshake account (<https://successworks.wisc.edu/handshake/>) to apply for jobs and internships from 200,000+ employers recruiting UW-Madison students
- Learn about the impact SuccessWorks has on students' lives (<https://successworks.wisc.edu/about/mission/>)

PEOPLE

PEOPLE

Professor and Director: Culver
 Professors Downey, Graves, Kim, McLeod, Riddle, Robinson, Rojas, Shah, Wagner
 Associate Professors Culver, McGarr, Palmer
 Assistant Professors Cascio, Christy, Wang, Yang