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 journalism program. Students are required to complete at least one of the two tracks described below.

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 only earn one credit of JOURN 697 per semester, but may repeat the credit up to three times. Students who want 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.

JOURN 697 does not count as part of the 30 minimum journalism credits required for graduation. 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.

### Requirements

#### 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 SCIENCE (B.S.)

Students pursuing a bachelor of science 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 SCIENCE DEGREE REQUIREMENTS

#### Mathematics

Two (2) 3+ credits of intermediate/advanced level MATH, COMP SCI, STAT

Limit one each: COMP SCI, STAT

#### Foreign Language

Complete the third unit of a 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 6 credits in biological science; and must include 6 credits in physical science

#### 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 Experience

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 PURSUING 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.

### REQUIREMENTS FOR THE MAJOR

#### Introductory Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201</td>
<td>Introduction to Mass Communication</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 202</td>
<td>Mass Communication Practices</td>
<td>6</td>
</tr>
</tbody>
</table>

#### Introductory Social Science: three courses from three areas, one of which must be either POLI SCI or ECON:

**Anthropology:**
- ANTHRO 100 General Anthropology
- ANTHRO 102 Archaeology and the Prehistoric World
- ANTHRO 104 Cultural Anthropology and Human Diversity

**Economics:**
- ECON 100 Economic Approach to Current Issues
- ECON 101 Principles of Microeconomics
- ECON 102 Principles of Macroeconomics
- ECON 111 Principles of Economics-Accelerated Treatment

**Geography:**
- GEOG 101 Introduction to Human Geography
- GEOG/ENVIR ST 139 Living in the Global Environment: An Introduction to People-Environment Geography

**Integrated Liberal Studies:**
- ILS 205 Western Culture: Political, Economic, and Social Thought I
- ILS 206 Western Culture: Political, Economic, and Social Thought II
- ILS 208 History of Western Culture II
- ILS 209 Introduction to Global Cultures

**Philosophy:**
- PHILOS 101 Introduction to Philosophy

**Political Science:**
- POLI SCI 104 Introduction to American Politics and Government
- POLI SCI 140 Introduction to International Relations
- POLI SCI 181 Topics in Political Analysis-Honors
- POLI SCI 182 Politics Around the World (Honors)
- POLI SCI 184 Introduction to American Politics

**Psychology:**
### THEORIES AND TOPICS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Three courses, to include one from each group</strong></td>
<td></td>
<td>9-12</td>
</tr>
<tr>
<td><strong>Group B:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOURN/HISTORY 560</td>
<td>History of Mass Communication</td>
<td></td>
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<tr>
<td>JOURN 561</td>
<td>Mass Communication and Society</td>
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<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><strong>Group C:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOURN 566</td>
<td>Communication and Public Opinion</td>
<td></td>
</tr>
<tr>
<td>JOURN/COM ARTS/ HDFS 616</td>
<td>Mass Media and Youth</td>
<td></td>
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<tr>
<td>JOURN/COM ARTS/ LSC 617</td>
<td>Health Communication in the Information Age</td>
<td></td>
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<tr>
<td>JOURN 618</td>
<td>Mass Communication and Political Behavior</td>
<td></td>
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<tr>
<td>JOURN 620</td>
<td>International Communication</td>
<td></td>
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<tr>
<td>JOURN 621</td>
<td>Mass Communication in Developing Nations</td>
<td></td>
</tr>
<tr>
<td>JOURN/ART HIST/HISTORY/LIS 650</td>
<td>History of Books and Print Culture in Europe and North America</td>
<td></td>
</tr>
<tr>
<td>JOURN 658</td>
<td>Communication Research Methods</td>
<td></td>
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</tbody>
</table>

### JOURN/ASIAN AM 662
- Mass Media and Minorities

### JOURN 666
- Professional Responsibility in Mass Communication

### JOURN 669
- Literary Aspects of Journalism

### JOURN 670
- Community Service Learning: Technology for Social Change

### JOURN 675
- Topics in Government and Mass Media

### JOURN 676
- Special Topics in Mass Media

### JOURN/L I S 677
- Concepts and Tools for Data Analysis and Visualization

**TOTAL CREDITS**

**12**

**RETAKES**

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.

**Complete one track:**

#### Journalism

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

**Advanced Reporting - one course:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 401</td>
<td>In-Depth Reporting</td>
<td>4</td>
</tr>
<tr>
<td>JOURN 404</td>
<td>Interpretation of Contemporary Affairs</td>
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<tr>
<td>JOURN 405</td>
<td>Creative Nonfiction</td>
<td></td>
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<tr>
<td>JOURN 411</td>
<td>Multimedia Design</td>
<td></td>
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<tr>
<td>JOURN 415</td>
<td>Science and Environmental Journalism</td>
<td></td>
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<tr>
<td>JOURN 417</td>
<td>Magazine Publishing</td>
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<tr>
<td>JOURN 425</td>
<td>Video Journalism</td>
<td></td>
</tr>
<tr>
<td>JOURN 420</td>
<td>Investigative Reporting</td>
<td></td>
</tr>
<tr>
<td>JOURN 475</td>
<td>Special Topics in Advanced Concepts and Skills 2</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL CREDITS**

**8**

#### Strategic Communication

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

**Advanced Strategic Communication— one course:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 411</td>
<td>Multimedia Design</td>
<td></td>
</tr>
<tr>
<td>JOURN 417</td>
<td>Magazine Publishing</td>
<td></td>
</tr>
<tr>
<td>JOURN 425</td>
<td>Video Journalism</td>
<td></td>
</tr>
<tr>
<td>JOURN 445</td>
<td>Creative Campaign Messages</td>
<td></td>
</tr>
<tr>
<td>JOURN 447</td>
<td>Strategic Media Planning</td>
<td></td>
</tr>
<tr>
<td>JOURN 449</td>
<td>Account Planning and Strategy</td>
<td></td>
</tr>
<tr>
<td>JOURN 463</td>
<td>Digital Media Strategies</td>
<td></td>
</tr>
<tr>
<td>JOURN 464</td>
<td>Public Relations Strategies</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL CREDITS**

**9-12**
JOURN 475  Special Topics in Advanced Concepts and Skills  

Total Credits  8

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.

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

JOURN 400–699 are upper level in the major.

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 a J.B.A. or J.B.S. with 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 two courses in each of the Group B and Group C Theories and Topics groupings, with a grade of B or better in each individual course
• 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

Requirements Detail

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.

PEOPLE

Professor and Director: H. Shah

Professors Downey, Friedland, McLeod, Rojas, D. Shah

Associate Professors Kim, Riddle, Robinson, Wagner, Wells

Assistant Professors Culver, Graves, McGarr, Palmer