JOURNALISM, JBA

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.

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 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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</thead>
<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>
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</tbody>
</table>

Social Science and Humanities

Intermediate/Advanced courses from at least three distinct Subjects

| Total Credits |
|---------------|-------------|
| 24            |

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.

<table>
<thead>
<tr>
<th>Code</th>
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<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

JOURN 401  In-Depth Reporting
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 2

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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</tbody>
</table>

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  Strategic Media Relations
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  Strategic Communication Campaigns Capstone
JOURN 475  Special Topics in Advanced Concepts and Skills 2

Total Credits 8

PERSPECTIVES, TOPICS AND ADVANCES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN/HISTORY 560</td>
<td>History of U.S. Media</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>
</tr>
<tr>
<td>JOURN/COM ARTS/HDFS 616</td>
<td>Mass Media and Youth</td>
<td>3-4</td>
</tr>
</tbody>
</table>

Total Credits 8

JOURN 618  Mass Communication and Political Behavior
JOURN 620  International Communication
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 670  Community Service Learning: Technology for Social Change
JOURN/LIS 677  Concepts and Tools for Data Analysis and Visualization
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.

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-semesters 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.