

# 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	<ul style="list-style-type: none"> <li>• Breadth–Humanities/Literature/Arts: 6 credits</li> <li>• 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</li> <li>• Breadth–Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul>
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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.

**Foreign Language** Complete either:

- the fourth unit of a foreign language; or
- the third unit of a foreign language and the second unit of a different foreign language.

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

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).<sup>3</sup>

#### Journalism

Code	Title	Credits
JOURN 335	Principles and Practices of Reporting	4

**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 457	Storytelling Through Sound
JOURN 475	Special Topics in Advanced Concepts and Skills <sup>2</sup>
<b>Total Credits</b>	<b>8</b>

### 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	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 <sup>2</sup>
JOURN 457	Storytelling Through Sound
<b>Total Credits</b>	<b>8</b>

### PERSPECTIVES, TOPICS AND ADVANCES

Code	Title	Credits
<b>Perspectives (Two courses): 8</b>		

JOURN/ HISTORY 560	History of U.S. Media
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
<b>Topics or Advances (1 course):</b>	<b>3-4</b>

JOURN/ COM ARTS/ HDFS 616	Mass Media and Youth
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	
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 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<sup>5</sup>
- 15 credits in JOURN, taken on the UW–Madison campus

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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.