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.

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 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>
</tr>
</tbody>
</table>

Social Science and Humanities
12

Intermediate/Advanced courses from at least three distinct Subjects 1

Total Credits
24

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

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:  
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  

Total Credits: 8

Strategic Communication  

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<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:  
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 470 Strategic Communication Campaigns Capstone  
JOURN 475 Special Topics in Advanced Concepts and Skills  

Total Credits: 8

Perspectives, Topics and Advances  

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Perspectives (Two courses):</td>
<td>History of U.S. Media</td>
<td>6-8</td>
</tr>
<tr>
<td>JOURN/</td>
<td></td>
<td></td>
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<tr>
<td>HISTORY 560</td>
<td></td>
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<tr>
<td>JOURN 561</td>
<td>Mass Communication and Society</td>
<td></td>
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<tr>
<td>JOURN 563</td>
<td>Law of Mass Communication</td>
<td></td>
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<tr>
<td>JOURN 564</td>
<td>Media and the Consumer</td>
<td></td>
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<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>Topics or Advances (1 course):</td>
<td>Mass Media and Youth</td>
<td>3-4</td>
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<tr>
<td>JOURN/</td>
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<tr>
<td>COM ARTS/</td>
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<td>HDFS 616</td>
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<td>JOURN 618</td>
<td>Mass Communication and Political Behavior</td>
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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 all 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 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.