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 SCIENCE-JOURNALISM (JBS)

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 Science—Journalism (JBS) degree.

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

BACHELOR OF SCIENCE-JOURNALISM DEGREE REQUIREMENTS

Mathematics

Complete two courses of 3+ credits at the Intermediate or Advanced level in MATH, COMP SCI, or STAT subjects. A maximum of one course in each of COMP SCI and STAT subjects counts toward this requirement.

Foreign Language

Complete the third unit of a 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 6 credits of Biological Science and 6 credits of Physical Science.

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>
</tr>
</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>
<tr>
<td>JOURN 335</td>
<td>Principles and Practices of Reporting</td>
<td>4</td>
</tr>
</tbody>
</table>

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).

Journalism

<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>
<td></td>
</tr>
<tr>
<td>JOURN 405</td>
<td>Creative Nonfiction</td>
<td></td>
</tr>
<tr>
<td>JOURN 411</td>
<td>Multimedia Design</td>
<td></td>
</tr>
</tbody>
</table>
### Strategic Communication

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

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

**Total Credits**  
8  

### PERSPECTIVES, TOPICS AND ADVANCES

**Code**  
**Title**  
**Credits**  
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  
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 666  
Professional Responsibility in Mass Communication  

**Topics or Advances [1 course]:**  
3-4  
JOURN 669  
Literary Aspects of Journalism  
JOURN 675  
Topics in Government and Mass Media  
JOURN 676  
Special Topics in Mass Communication  
JOURN 677  
Concepts and Tools for Data Analysis and Visualization  
4  

**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  
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.

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