

# SCHOOL OF JOURNALISM AND MASS COMMUNICATION

The School of Journalism and Mass Communication (SJMC) provides students with a connected, collaborative, and inclusive community of passionate communicators and prepares them for careers in a wide variety of fields. Whether they are interested in advertising and public relations, investigative journalism, or magazine publishing, students are equipped with an education grounded in liberal arts and a unique blend of hands-on skills training, theoretical learning, and real-world practice. As a result, graduates leave as skilled communicators, critical thinkers, seasoned problem-solvers, and innovators who are ready to hit the ground running in their careers.

Our undergraduate program prepares students to:

- Inform and persuade audiences with compelling messages, across a variety of contemporary media.
- Think strategically, creatively and critically to solve problems in a professional context.
- Meet the demands of an ever-changing communication industry with a wide variety of practical skills and real-world experience.
- Understand the responsible and ethical use of mass media.
- Appreciate the media's relationship with social, political, legal, and economic systems.
- Develop effective practices to advance inclusion and social justice in media professions and communication research.

To complete a JBA or JBS degree, students must complete at least one of the two professional tracks: Strategic Communication, or Reporting and Multimedia Journalism.

## PROFESSIONAL TRACKS

### STRATEGIC COMMUNICATION

Strategic communication informs and persuades audiences to take action. By using written, oral, and visual communication skills, strategic communicators tell the stories of people, brands, and organizations. The strategic communication track (<https://journalism.wisc.edu/undergraduate/strategic-communication/>) prepares students for careers in advertising, public relations, media planning, social media, content, digital marketing, creative strategy, and more. Strategic communication is the foundation of brand, political, health, corporate, and financial communications – just to name a few.

### REPORTING AND MULTIMEDIA JOURNALISM

Reporting and multimedia journalism inform the public about important issues and events. Through written, oral, and visual communication, multimedia journalists tell the stories that matter most to the audiences they serve. The reporting and multimedia journalism track (<https://journalism.wisc.edu/undergraduate/reporting-multimedia-journalism/>)

prepares students for careers in print, broadcast, and digital news, investigative journalism, magazine writing, editing and publishing, documentary film, podcasting, and more. Students engage with the practices, ethics, and effects of journalism and its central role in democracy.

## CERTIFICATES

In addition to strategic communication and journalism training, the journalism major offers the flexibility for students to earn certificates and enhance their learning in a specific area of communications. Certificates are a great way to dive deeper in to a particular interest, gain a new perspective on a primary degree, and stand out in future job interviews. The School offers three certificates for any UW–Madison student interested in gaining experience in digital media, data analysis, and sports communication – Digital Media Analytics Certificate (<https://journalism.wisc.edu/undergraduate/digital-media-analytics-certificate/>), Sports Communication Certificate (<https://journalism.wisc.edu/undergraduate/sports-communication-certificate/>), and Digital Studies Certificate (<https://journalism.wisc.edu/undergraduate/digital-studies-certificate/>).

## PRACTICAL EXPERIENCE: ORGANIZATIONS

The School encourages students to gain practical experience through student organizations, part-time jobs, and internships.

### ORGANIZATIONS

Student media include (but are not limited to):

- The Daily Cardinal (<https://www.dailycardinal.com/>)
- The Badger Herald (<https://badgerherald.com/>)
- WSUM radio (<https://wsum.org/>)
- 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):

- Public Relations Student Society of America (PRSSA) (<https://win.wisc.edu/organization/PRSSA/>)
- Advertising Club (<https://win.wisc.edu/organization/adclub/>)
- The Black Voice (<https://win.wisc.edu/organization/blackvoicesuw/>)
- Society of Professional Journalists (SPJ) (<https://www.spj.org/>)
- Association for Women in Communication (AWC) (<https://win.wisc.edu/organization/awc/>)
- Association for Women in Sports Media (AWSM) (<https://win.wisc.edu/organization/awsfm/>)
- National Association of Black Journalists: UW–Madison (<https://nabjwisconsin.wordpress.com/>)
- Moda Magazine (<https://modamadison.com/>)

## INTERNSHIPS

Students planning for careers in strategic communication or journalism 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 three (3) credits of JOURN 697: Internship during their undergraduate careers. Students may only earn one (1) credit of JOURN 697 per semester but may repeat the credit up to three times. JOURN 697 does not count as part of the 31 minimum journalism credits required for graduation. Students who want to earn degree credit for their internships should consult with career adviser Pam Garcia-Rivera **before they accept an internship**. Students must enroll in JOURN 697 at the time they hold the internship.

## CAREER SERVICES & ADVISING

One of the major benefits of the School of Journalism and Mass Communication major is access to a dedicated and experienced communications industry career advisor. Current students and recent alumni are strongly encouraged to meet with the advisor Pam Garcia-Rivera to discuss career and internship opportunities. The School also provides an up-to-date list of job postings on its website. Through our large network of active alumni, relationships with industry professionals, and hands-on skills curriculum, over 90% of our students find jobs within three to six months of graduation.