The Wisconsin Experience combines learning in and out of the classroom, helping students develop intellectual and personal growth. The Landscape and Urban Studies major mixes traditional learning with community-based learning in and out of the classroom. Students are encouraged to take opportunities that supplement classroom learning by engaging in research, study abroad, internships, student clubs, and community interactions.

The major engages students in exploring people-place, culture-nature phenomena and how they might, in their professional and personal lives, apply continuous learning to the planning of environments that benefit people, cultures, and the environment at the local, state, national, and global levels.