

# JOURNALISM, JBA

The Journalism bachelor's degree in the School of Journalism and Mass Communication (SJMC) provides you with a connected, collaborative, and inclusive community of passionate communicators and prepares you for careers in a wide variety of fields. Whether you are interested in advertising and public relations, investigative journalism, or magazine publishing, you will be equipped with an education grounded in the liberal arts and a unique blend of hands-on skills training, theoretical learning, and real-world practice. As a result, you will graduate from SJMC and UW–Madison as a skilled communicator, critical thinker, seasoned problem-solver, and innovator who is ready to hit the ground running in your careers.

This degree prepares you 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; and
- develop effective practices to advance inclusion and social justice in media professions and communication research.

## HOW TO GET IN

### HOW TO GET IN ADMISSION TO THE JOURNALISM DEGREE PROGRAM

Students who wish to declare themselves as degree candidates in journalism must submit an application to the School of Journalism and Mass Communication (SJMC). Applications are accepted each fall and spring semester for admission the following semester. Prospective degree candidates must present to the school a record of academic achievement, writing ability and extracurricular participation that indicate a probability of success in some field of communication.

In order to apply for admission to the school, students must have met the following requirements:

- Completion of JOURN 201 by the end of the semester in which they apply. Students may have no more than 16 credits in Journalism courses taken at UW–Madison when applying for admission.

Students transferring journalism course credit from other colleges and universities should check their record of transferred credit with the SJMC undergraduate academic advisor. The academic advisor is available for consultation at most SOAR orientation sessions for transfer students.

The number of students to be admitted in a given semester is subject to change based on the school's capacity to provide adequate access to required courses. Admissions decisions are based on the entire application, with particular emphasis on academic performance and writing ability. Specific guidelines for submitting the application portfolio are available online at this link (<https://journalism.wisc.edu/>

undergraduate/undergraduate-admissions/) or in SJMC academic advising. The academic advisor conducts one-hour information sessions for applicants each semester, with dates and times listed on the application; these sessions are highly recommended and provide more information for applicants than is possible in a one-on-one advising meeting.

After admission to the school, the student's classification will be changed to JBA or JBS to reflect this change in status.

## 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 (<https://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. |
|-------------|--|

Language	Complete either: <ul style="list-style-type: none"> <li>• the fourth unit of a language other than English; or</li> <li>• the third unit of a language and the second unit of a different language other than English.</li> </ul>
L&S Breadth	Complete: <ul style="list-style-type: none"> <li>• 12 credits of Humanities, which must include at least 6 credits of Literature; and</li> <li>• 12 credits of Social Science; and</li> <li>• 12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.</li> </ul>
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: <ul style="list-style-type: none"> <li>• 30 credits in residence, overall; and</li> <li>• 30 credits in residence after the 86th credit.</li> </ul>
Quality of Work	<ul style="list-style-type: none"> <li>• 2.000 in all coursework at UW–Madison</li> <li>• 2.000 in Intermediate/Advanced level coursework at UW–Madison</li> </ul>

## 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>

<sup>1</sup> Courses cross-listed in JOURN **may not count** toward this requirement.

### CONCENTRATIONS

Students must complete one of two concentrations: **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
<b>Journalism Concentration</b>		
JOURN 335	Principles and Practices of Reporting	4
<b>Advanced Reporting - one course:</b>		<b>4</b>
JOURN 401	In-Depth Reporting	

JOURN 405	Creative Nonfiction
JOURN 411	Multimedia Design
JOURN 417	Magazine Publishing
JOURN 415	Science and Environmental Journalism
JOURN 420	Investigative Reporting
JOURN 425	Video Journalism
JOURN 426	Community-Based Reporting
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>

**Total Credits** **8**

### Strategic Communication

Code	Title	Credits
<b>Strategic Communications Concentration</b>		
JOURN 345	Principles and Practice of Strategic Communication	4
<b>Advanced Strategic Communication—one course:</b>		<b>4</b>
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 455	Emerging Media and the News	
JOURN 456	Long Form Video	
JOURN 457	Storytelling Through Sound	
JOURN 463	Digital Media Strategies	
JOURN 464	Public Relations Strategies	
JOURN 465	Social Media Marketing Communications	
JOURN 475	Special Topics in Advanced Concepts and Skills <sup>2</sup>	

**Total Credits** **8**

### PERSPECTIVES, TOPICS AND ADVANCES

Code	Title	Credits
<b>Perspectives (Two courses):</b>		
JOURN/ HISTORY 560	History of U.S. Media	
JOURN 561	Mass Communication and Society	
JOURN 562	Mass Media and Racial Diversity	
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 567	Mass Media and Global Communication	

**Topics or Advances (1 course):** **3-4**

JOURN/ MARKETNG 605	Digital Brand Building
------------------------	------------------------

JOURN/ COM ARTS/ HDFS 616	Mass Media and Youth
JOURN 618	Mass Communication and Political Behavior
JOURN 620	International Communication
JOURN 649	Brand Strategy in Advertising & Integrated Communications
JOURN 657	Understanding Research Design & Statistics in Mass 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
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/L I S 677	Concepts and Tools for Data Analysis and Visualization
JOURN 678	Legal & Ethical Dimensions of Emerging Media

**Total Credits** **11-12**

<sup>2</sup> Special Topics courses may count for either concentration, or no concentration, depending on Topic. Consult the advisor for this major to determine eligibility of JOURN 475 to meet a major requirement.

<sup>3</sup> Students planning to complete both concentrations 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

<sup>5</sup> 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.

## LEARNING OUTCOMES

### LEARNING OUTCOMES

1. Convey information and express ideas effectively in contemporary media.
2. Understand the responsible and ethical use of mass media.
3. Appreciate the media's relationship with social, political, legal and economic systems.
4. Think strategically, creatively and critically, to solve problems in a professional context.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.

## FOUR-YEAR PLAN

### FOUR-YEAR PLAN

This Four-Year Plan is only one way a student may complete an L&S degree with this major. Many factors can affect student degree planning, including placement scores, credit for transferred courses, credits earned by examination, and individual scholarly interests. In addition, many students have commitments (e.g., athletics, honors, research, student organizations, study abroad, work and volunteer experiences) that necessitate they adjust their plans accordingly. Informed students engage in their own unique Wisconsin Experience by consulting their academic

advisors, Guide, DARS, and Course Search & Enroll for assistance making and adjusting their plan.

### First Year

Fall	Credits Spring	Credits
Communication A	3 JOURN 201	4
Quantitative Reasoning A	3-4 Ethnic Studies	3
Science Breadth	3 Biological Science Breadth	3
Foreign Language (if needed)	4 Foreign Language (if needed)	4
<b>13</b>		<b>14</b>

### Second Year

Fall	Credits Spring	Credits
JOURN 202	6 JOURN 335 or 345	4
JOURN 203	3 Literature Breadth	4
Quantitative Reasoning B	3 Physical Science Breadth	3
Social Science Breadth	4 Social Science Breadth	4
	JOURN 601	1
<b>16</b>		<b>16</b>

### Third Year

Fall	Credits Spring	Credits
Journalism or Strategic Communication course	4 Perspectives course	4
Intermediate/Advanced Humanities or Social Science for JBA/JBS	4 Intermediate/Advanced Humanities or Social Science for JBA/JBS	4
Literature Breadth	4 Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)	3-4
Science Breadth	3 Science Breadth	3
<b>15</b>		<b>15</b>

### Fourth Year

Fall	Credits Spring	Credits
Perspectives course (JOURN 500+)	4 Topics or Advances course (JOURN 600+)	3-4
Intermediate/Advanced Humanities or Social Science for JBA/JBS	4 Electives	11
Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)	3-4	
Electives	5	
<b>16</b>		<b>15</b>

**Total Credits 120**

## ADVISING AND CAREERS

### ADVISING AND CAREERS ACADEMIC ADVISING

All current UW–Madison undergraduate students interested in the Journalism bachelor’s degree are welcome to schedule an academic advising appointment with the SJMC adviser.

For information about academic advising, see the School of Journalism and Mass Communication website (<https://journalism.wisc.edu/undergraduate/meet-with-an-advisor/>).

Are you a prospective student? The SJMC welcomes prospective students to take a tour of Vilas Hall and attend our admission information sessions. Learn more about the application process and requirements for admission (<https://journalism.wisc.edu/undergraduate/undergraduate-admissions/>).

### 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 adviser. The School also provides an up-to-date list of job postings (<https://journalism.wisc.edu/careers/job-listings/>) 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.

### SUCCESSWORKS

SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps you turn the academic skills learned in your classes into a fulfilling life, guiding you every step of the way to securing jobs, internships, or admission to graduate school.

Through one-on-one career advising, events, and resources, you can explore career options, build valuable internship and research experience, and connect with supportive alumni and employers who open doors of opportunity.

- What you can do with your major (<https://successworks.wisc.edu/what-you-can-do-with-your-major/>) (Major Skills & Outcomes Sheets)
- Make a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
- Try “Jobs, Internships, & How to Get Them,” (<https://successworks.wisc.edu/canvas/>) an interactive guide in Canvas for enrolled UW–Madison students