

# 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 (<https://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) section of the Guide.

General Education	<ul style="list-style-type: none"> <li>• Breadth–Humanities/Literature/Arts: 6 credits</li> <li>• 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</li> <li>• Breadth–Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul>
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\* 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:

- the fourth unit of a language other than English; or
- the third unit of a language and the second unit of a different language other than English.

**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 Advanced Coursework	Complete at least 60 credits at the Intermediate/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>

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
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#### Strategic Communications Concentration

JOURN 345	Principles and Practice of Strategic Communication	4
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#### 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 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
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#### Perspectives (Two courses):

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):

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.