

# JOURNALISM, ADVERTISING, AND MEDIA STUDIES, BA

The worlds of journalism, advertising, and public relations are changing at a rapid pace with the integration of social media, mobile apps, amateur photography and video, and instant feedback. UWM's Department of Journalism, Advertising, and Media Studies (JAMS) is a great place to learn about the tools used today and to obtain the skills to adapt to the channels of tomorrow.

The Department of Journalism, Advertising, and Media Studies (JAMS) teaches students about the role of media in culture and society and offers hands-on experience in journalism and advertising/public relations. The JAMS major blends liberal arts education in media studies with professional training for work in media fields.

JAMS undergraduate students choose one of three concentrations based on their interests and career aspirations: journalism, advertising/public relations, and media studies. Students have opportunities to learn from media scholars and industry professionals, and they produce media in their chosen areas of study.

Our students report news stories, run social media pages, produce short documentaries and podcasts, and research, plan, and conduct events for nonprofit organizations. JAMS students have several opportunities to learn outside the classroom through active clubs and organizations including a student chapter of the Public Relations Society of America, Ad Club, Journalism Club, The UWM Post, and the Minority Media Association. Student work is showcased on a student-powered online news site, Media Milwaukee. Many JAMS students have internships which earn major credits.

JAMS majors excel in careers in writing, reporting, editing, marketing, advertising, broadcasting, public relations, social media management, journalism, and more.

## Requirements

### Course of Study – Bachelor of Arts Degree

Complete 120 credits including 90 credits in the College of Letters & Science and with 36 of the 90 credits in L&S upper-level (numbered above 300) courses. The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major. Students are also required to complete University-wide General Education Requirements and the specific L&S requirements listed below.

To complete a major, students must satisfy all the requirements of the major as stated in this catalog. Students who declare their majors within five years of entering the UW System as a degree candidate may satisfy the requirements outlined in any catalog issued since the time they entered. Credits used to satisfy the major also may be used to satisfy other degree requirements.

### University General Education Requirements (GER)

| Code  | Title | Credits |
|---|-------|---------|
| <b>Oral and Written Communication</b>                   |       |         |
| <i>Part A</i>   |       |         |
| Achieve a grade of C or better in the following course: |       |         |

|             |  |
|-------------|--|
| ENGLISH 102 | College Writing and Research (or equivalent) |
|-------------|--|

#### *Part B*

Course designated as OWC-B; may be completed through a major-specific course requirement

#### **Quantitative Literacy**

#### *Part A*

Earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course, or achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department)

|                      |   |
|----------------------|---|
| MATH 102             | Mathematical Literacy for College Students II           |
| MATH 103             | Contemporary Applications of Mathematics                |
| MATH 105             | Introduction to College Algebra                         |
| MATH 108             | Algebraic Literacy II                                   |
| MATH 111             | Introduction to Logic - Critical Reasoning <sup>1</sup> |
| or PHILOS 111        | Introduction to Logic - Critical Reasoning              |
| MATH 116             | College Algebra   |
| Or equivalent course |   |

#### *Part B*

Course designated as QL-B; may be completed through a major-specific course requirement

#### **Arts**

Select 3 credits 3

#### **Humanities**

Select 6 credits 6

#### **Social Sciences**

Select 6 credits 6

#### **Natural Sciences**

Select 6 credits (at least two courses including one lab) 6

#### **UWM Foreign Language Requirement**

Complete Foreign Language Requirement through:

Two years (high school) of a single foreign language

Two semesters (college) of a single foreign language

Or equivalent

#### **UWM Cultural Diversity Requirement**

One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement

<sup>1</sup> Math 111 and Philosophy 111 are jointly offered and count as repeats of one another. Students cannot receive credit for both courses.

## College of Letters & Science Requirements

### I. English Composition Requirement

Students must satisfy the English Composition Requirement with one of the following options:

1) Completing ENGLISH 102 with a grade of C or higher; or

2) by placing beyond ENGLISH 102 on the English Placement Test (EPT) (or other assessment as determined by the English Department); or

3) transferring a course of at least 2.5 equivalent credits from another institution that is equivalent to English 102, or a UWM higher-level expository writing course, with a grade of C or higher.

**Note:** This requirement is the same as the University General Education Requirement for Oral and Written Communication Part A. The College of Letters & Science does not have a specific requirement for a writing course beyond English 102, but students must complete the university-wide requirement for Oral and Written Communication Part B listed above.

## II. Mathematics and Formal Reasoning

To satisfy the Mathematics and Formal Reasoning Requirement, students must satisfy the following two requirements:

1. Achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department) or earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course:

| Code          | Title   | Credits |
|---------------|---|---------|
| MATH 102      | Mathematical Literacy for College Students II           | 3       |
| MATH 103      | Contemporary Applications of Mathematics                | 3       |
| MATH 105      | Introduction to College Algebra                         | 3       |
| MATH 108      | Algebraic Literacy II                                   | 3       |
| MATH 111      | Introduction to Logic - Critical Reasoning <sup>1</sup> | 3       |
| or PHILOS 111 | Introduction to Logic - Critical Reasoning              |         |
| MATH 116      | College Algebra   | 3       |
| MATH 175      | Mathematical Explorations for Elementary Teachers I     | 3       |

<sup>1</sup> Math 111 and Philosophy 111 are jointly offered and count as repeats of one another. Students cannot receive credit for both courses.

**Note:** This requirement is the same as the University General Education Requirement for Quantitative Literacy Part A, listed above.

2. Complete one course (at least 3 credits) at the 200 level or above chosen from courses in Mathematics, PHILOS 211, or Letters and Science statistics courses:

| Code  | Title  | Credits |
|---|--|---------|
| Complete one of the following:                          |  |         |
| 3 or more credits in any 200-level or above Math course |  |         |
| AFRIC 220   | Introduction to Statistics in African and African Diaspora Studies |         |
| ANTHRO 568  | Introduction to Anthropological Statistics                         |         |
| BIO SCI 465   | Biostatistics  |         |
| ECON 210  | Economic Statistics  |         |
| GEOG 247  | Quantitative Analysis in Geography                                 |         |
| HIST 595  | The Quantitative Analysis of Historical Data                       |         |
| MTHSTAT 215   | Elementary Statistical Analysis                                    |         |
| PHILOS 211  | Elementary Logic   |         |
| POL SCI 390   | Political Data Analysis  |         |

|             |   |
|-------------|---|
| POL SCI 392 | Survey Research                                   |
| PSYCH 210   | Psychological Statistics                          |
| SOCIOL 261  | Introduction to Statistical Thinking in Sociology |

**Note:** This requirement is NOT the same as the University General Education Requirement for Quantitative Literacy Part B. To complete the BA, students must take one of the L&S approved courses. **Not all of the courses listed here will satisfy the QL-B requirement.**

## III. Foreign Language Requirement

Placement testing may be used to satisfy all or part of this requirement. Language courses (including American Sign Language) other than English taken in high school may be used to satisfy all or part of this requirement. One year of high school language equates to one semester of college work.

Completion of the L&S Language Requirement also satisfies the university-wide Foreign Language GER, but not vice versa.

| Code  | Title | Credits |
|---|-------|---------|
| Completed in one of the following ways:   |       | 0-18    |
| Successful completion of the 4th semester of college work or equivalent in one language other than English (including American Sign Language)   |       |         |
| Successful completion of the 3rd semester of college work or equivalent in one language other than English (including American Sign Language) PLUS the 2nd semester of college work or equivalent in another language other than English (including American Sign Language) |       |         |

## IV. International Requirement

See Approved Courses for the L&S International Requirement (<http://catalog.uwm.edu/letters-science/approved-courses-international-requirement/>) for course options.

| Code  | Title | Credits |
|---|-------|---------|
| Completed in one of the following ways:   |       | 9       |
| Complete 3 courses (min. 9 cr) in a single foreign language (not including literature-in-translation or American Sign Language) at the 3rd semester level and above |       |         |
| Complete 3 non-language courses (min. 9 credits) with an international content chosen from at least 2 curricular areas.   |       |         |
| Complete 9 credits in combination of the two options above.   |       |         |

## V. Breadth Requirement

Along with completing the University General Education Requirements of 3 credits in the Arts (A); 6 credits in the Humanities (HU), Social Sciences (SS), and Natural Sciences (NS/NS+); and a course with the Cultural Diversity (CD/+) designation, L&S students must complete the Breadth requirement.

| Code   | Title | Credits |
|--|-------|---------|
| <b>Arts</b>  |       |         |
| Select 3 credits   |       | 3       |
| <b>Humanities</b>  |       |         |
| Complete 12 credits of L&S courses with Humanities Breadth designation; no more than 6 credits from a single subject area. * |       | 12      |
| <b>Social Sciences</b>   |       |         |

Complete 12 credits of L&S Courses with Social Science Breadth designation; no more than 6 credits from a single curricular area. \*

#### Natural Sciences

Complete 12 credits of L&S Courses with Natural Sciences Breadth designation, including at least one laboratory or field course; no more than 6 credits from a single curricular area. \*

#### Cultural Diversity

Complete 3 credits in a course with Cultural Diversity (CD) designation. \*\*

\* Students should check their course selections carefully with the list of approved L&S Breadth Courses (<http://catalog.uwm.edu/letters-science/breadth-requirement-course-list/>). Students are advised to select at least 6 credits worth of courses in each of the Humanities, Social Science, and Natural Sciences areas that can satisfy both the campus-wide General Education Requirements and the L&S Breadth requirement.

\*\* Students are advised to select a course that satisfies the Cultural Diversity requirement as well as a Humanities or Social Science breadth/GER requirement.

### VI. The Major

The College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the major attempted at UWM. In addition, students must attain a 2.0 GPA on all major credits attempted, including any transfer work. Individual departments or programs may require higher GPAs for graduation. Some departmental majors require courses from other departments. Contact your major department for information on whether those credits will count as part of the major GPA. The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major.

#### Research Requirement

Within their majors, students must complete a research experience approved by the L&S faculty. A list of courses satisfying the research requirement in each major can be found here (<http://catalog.uwm.edu/letters-science/approved-courses-research-requirement/>).

### VII. The Minor

The College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the minor attempted at UWM. In addition, students must attain a 2.0 GPA on all minor credits attempted, including any transfer work.

## JAMS Major Requirements

Students must complete 18 or more credits in courses numbered 300 or above, and at least 15 upper-division (numbered 300 and above) credits in the major in residence at UWM. Students may count a maximum of 6 credits in any combination of JAMS 399 and JAMS 600, each of which can be taken to a maximum of 6 credits. The College of Letters and Science requires that students attain at least a 2.0 GPA on all credits in the major attempted at UWM. Students must attain a 2.0 GPA on all major credits attempted, including transfer work.

A Journalism, Advertising, and Media Studies (JAMS) major requires a minimum of 36 credits in JAMS and at least 12 credits in a single major, department, or certificate program outside of JAMS, of which, at least 6 credits must be at the 300 level or above:

| Code  | Title                                    | Credits   |
|---|--|-----------|
| <b>Required</b>   |  |           |
| JAMS 101  | Introduction to Mass Media               | 3         |
| JAMS 201  | Media Writing                            | 3         |
| JAMS 559  | Freedom of Expression in the Digital Age | 3         |
| or JAMS 461   | Media Ethics                             |           |
| Complete 12 credits of JAMS Electives   |  | 12        |
| Select 12 credits in a single major, department, or certificate program outside of JAMS <sup>1</sup>  |  | 12        |
| Select at least one JAMS 600-level course with the word "Seminar" in its title to meet the L&S requirement for a research experience in the major |  | 3         |
| <b>Concentration</b>  |  | <b>12</b> |
| Select one of the following:  |  |           |
| Journalism  |  |           |
| Media Studies   |  |           |
| Advertising/Public Relations  |  |           |
| <b>Total Credits</b>  |  | <b>48</b> |

<sup>1</sup> At least 6 credits must be at the 300 level or above.

## Concentration Requirements

### Journalism

| Code                                  | Title                               | Credits   |
|---------------------------------------|-------------------------------------|-----------|
| JAMS 204                              | News Writing                        | 3         |
| JAMS 320                              | News Reporting                      | 3         |
| Select at least two of the following: |                                     | 6         |
| JAMS 332                              | Introduction to Digital Documentary |           |
| JAMS 342                              | Television News Reporting           |           |
| JAMS 500                              | Advanced Integrated Reporting       |           |
| JAMS 502                              | Specialized Reporting:              |           |
| <b>Total Credits</b>                  |                                     | <b>12</b> |

### Media Studies

| Code                                      | Title  | Credits |
|---|--|---------|
| JAMS 262                                  | Principles of Media Studies                      | 3       |
| JAMS 562                                  | Media Studies and Culture                        | 3       |
| Select one of the following:              |  | 3       |
| JAMS 204                                  | News Writing                                     |         |
| JAMS 207                                  | Introduction to Advertising and Public Relations |         |
| JAMS 231                                  | Publication Design                               |         |
| JAMS 232                                  | Photojournalism                                  |         |
| JAMS 302                                  | Introduction To Video Storytelling               |         |
| JAMS 306                                  | Feature and Magazine Article Writing:            |         |
| JAMS 307                                  | Persuasive Media Writing and Production:         |         |
| JAMS 336                                  | Media Graphics                                   |         |
| JAMS 502                                  | Specialized Reporting:                           |         |
| JAMS 504                                  | Critical and Opinion Writing                     |         |
| Select one of the following: <sup>1</sup> |  | 3       |
| JAMS 304                                  | News Literacy                                    |         |
| JAMS 450                                  | Race and Ethnicity in the Media                  |         |

|                      |   |
|----------------------|---|
| JAMS 460             | History of Mass Media                                 |
| JAMS 461             | Media Ethics <sup>2</sup>                             |
| JAMS 559             | Freedom of Expression in the Digital Age <sup>2</sup> |
| JAMS 614             | Seminar in Media and Public Opinion                   |
| JAMS 615             | Seminar in Media and Politics                         |
| JAMS 620             | Seminar in Global Media                               |
| JAMS 660             | Seminar in Contemporary Issues in Media Studies:      |
| JAMS 661             | Seminar in Media Communication and Society.           |
| <b>Total Credits</b> | <b>12</b>   |

<sup>1</sup> One Media Studies course from among the following (in addition to at least one JAMS 600-level course with the word "Seminar" in its title selected to meet the L&S requirement for a research experience in the major).

<sup>2</sup> If JAMS 461 or JAMS 559 is chosen for the Media Studies Elective, it cannot be double-counted as an Upper-Level Core Requirement.

### Advertising/Public Relations

| Code                 | Title  | Credits   |
|----------------------|--|-----------|
| JAMS 207             | Introduction to Advertising and Public Relations | 3         |
| JAMS 307             | Persuasive Media Writing and Production:         | 3         |
| JAMS 524             | Advertising and Public Relations Campaigns       | 3         |
| JAMS 407             | Media Planning                                   | 3         |
| or JAMS 505          | Research for Advertising and Public Relations    |           |
| <b>Total Credits</b> |  | <b>12</b> |

## Letters & Science Advising

The College of Letters and Science provides general academic advising for all students with a major in the College, particularly as it relates to campus' general education requirements and the College's degree requirements. We also provide specialized advising for pre-professional students (pre-med, pre-dental, pre-pharmacy, etc.) regardless if their major is in Letters and Science or not. Prospective students, including high school students and students seeking to transfer to a program in Letters and Science may also receive advising from our admissions counselors.

Upon admission, students are assigned an advisor in the College advising office. Academic advising is available Monday through Friday from 8:30 a.m. to 4:30 p.m. by appointment. Appointments outside of these times may be available and phone appointments are available for online students. The advising office (<https://uwm.edu/letters-science/advising/contact-advising/>) is located on the first floor of Holton Hall. Current students should call (414) 229-4654 to schedule an appointment or use the Navigate website (<https://uwmilwaukee.campus.eab.com>) to make an appointment with your assigned advisor; online scheduling is only available if you already have a Letters & Science advisor assigned to you. Prospective students should call (414) 229-7711 or email [let-sci@uwm.edu](mailto:let-sci@uwm.edu).

When students declare a major, they will receive an additional faculty advisor located within the major department who will assist with

requirements for that major. Students should read the "Declaration of Major" information on the website of the major that they are interested in. In some cases, the student will need to choose a faculty advisor as part of the declaration process.

All students are cautioned to consult their Letters & Science academic advisor AND their major advisor prior to each registration period to ensure they understand all requirements. Do not rely on pre-printed sample plans, as they are intended to be samples only and may not be right for your particular situation.

## Honors in the College of Letters and Science

### Dean's Honor List

GPA of 3.750 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

### Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<http://catalog.uwm.edu/honors-college/>) section of this site.

### Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

### Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.

### Contact Information

Current Students contact the Department directly, [jams-email@uwm.edu](mailto:jams-email@uwm.edu)  
Prospective Students contact a Letters & Science Admissions Counselor at  
(414) 229-7711 or [let-sci@uwm.edu](mailto:let-sci@uwm.edu)

<https://uwm.edu/journalism-advertising-media-studies/undergraduate/>