

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
Oral and Written Communication		
<i>Part A</i>		

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

Select one of the following:

MATH 103	Contemporary Applications of Mathematics
MATH 105	Introduction to College Algebra
MATH 108	Algebraic Literacy II
MATH 111	Introduction to Logic - Critical Reasoning ¹
or PHILOS 111	Introduction to Logic - Critical Reasoning

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

¹ 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 Writing Requirement

Students must satisfy the English Writing Requirement by completing ENGLISH 102 with a grade of C or higher or by placing beyond ENGLISH 102 on the English Placement Test (EPT).

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 Math Placement score of at least 30 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 ¹	3
or PHILOS 111	Introduction to Logic - Critical Reasoning	
MATH 175	Mathematical Explorations for Elementary Teachers I	3

¹ 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	
ATM SCI 500	Statistical Methods in Atmospheric Sciences	
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. 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
Arts		
Select 3 credits		3
Humanities		
Complete 12 credits of L&S courses with Humanities Breadth designation; no more than 6 credits from a single subject area. *		12
Social Sciences		
Complete 12 credits of L&S Courses with Social Science Breadth designation; no more than 6 credits from a single curricular area. *		12
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. *		12
Cultural Diversity		
Complete 3 credits in a course with Cultural Diversity (CD) designation. **		3

* 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.

Criteria and Procedures for Declaration of Major

Students will be eligible to declare the JAMS major without completing an admissions application if they meet all of the following criteria:

1. They have completed JAMS 101 and JAMS 201 with at least a 2.500 GPA in the two courses.
2. They have an overall GPA of at least 2.500.
3. They have at least 24 credits on their transcript, excluding credits obtained through examinations (such as CLEP and AP credits) and retroactive foreign language credits. These 24 credits must include at least 12 credits taken in residence at UWM unless the applicant has completed a bachelor's degree and is seeking an additional major or degree.

To declare the major, students who meet the listed criteria should call (414) 229-4436 or email jams-email@uwm.edu. Students enrolled in JAMS 201 will be guided through the declaration process by faculty near the end of the semester. NOTE: JAMS does not declare new majors during the week before classes begin in fall or spring semester or during the first two weeks of those semesters.

Students who do not meet the declaration requirement listed above must go through the appeals process for admission to the JAMS major. Go to the Journalism, Advertising, and Media Studies website: uwm.edu/journalism-advertising-media-studies/ (<https://uwm.edu/journalism-advertising-media-studies>) for application procedures.

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 48 credits in JAMS:

Code	Title	Credits
Required		
JAMS 101	Introduction to Mass Media ²	3
JAMS 201	Media Writing ²	3
JAMS 559	Freedom of Expression in the Digital Age	3
Complete 12 credits of JAMS Electives		12
Select 12 credits in a single major, department, or certificate program outside of JAMS ¹		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
Concentration		12
Select one of the following:		
Journalism		
Media Studies		
Advertising/Public Relations		
Total Credits		48

¹ At least 6 credits must be at the 300 level or above.

² Required for admission to the major.

Concentration Requirements

Journalism

Code	Title	Credits
JAMS 204	News Writing and Technology	3
JAMS 320	Integrated Reporting	3
Select at least two of the following:		6
JAMS 342	Television News Reporting	
JAMS 500	Advanced Integrated Reporting	
JAMS 502	Specialized Reporting:	
JAMS 544	Advanced Television News Production	
Total Credits		12

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 and Technology	
JAMS 231	Publication Design	
JAMS 232	Photojournalism	
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: ¹		3
JAMS 356	Media Literacy	
JAMS 450	Race and Ethnicity in the Media	
JAMS 460	History of Mass Media	
JAMS 461	Media Ethics	
JAMS 614	Seminar in Media and Public Opinion	
JAMS 615	Seminar in Media and Politics	
JAMS 620	Seminar in Global Media	
JAMS 645	Seminar in Health and the Media	
JAMS 659	Seminar in Comparative Media Law	
JAMS 660	Seminar in Contemporary Issues in Media Studies:	
JAMS 661	Seminar in Media Communication and Society:	
Total Credits		12

¹ 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).

Advertising/Public Relations

Code	Title	Credits
JAMS 207	Introduction to Advertising and Public Relations	3
JAMS 307	Persuasive Media Writing and Production:	3
JAMS 407	Persuasive Media Strategies and Tactics	3
JAMS 524	Advertising and Public Relations Campaigns	3
Total Credits		12

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 Student Success Collaborative 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.

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 Degree and Honors Degree with Thesis

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<http://catalog.uwm.edu/opportunities-resources/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. In schools and colleges in which fewer than 15% of the traditional students have a 3.500 GPA, all-university honors will be awarded to approximately the top 15% of graduating students. A criterion GPA (not lower than 3.200) for this 15% will be calculated based on statistics from the previous comparable semester. 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-info@uwm.edu
Prospective Students contact a Letters & Science Admissions Counselor at
(414) 229-7711 or let-sci@uwm.edu

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