JOURNALISM, ADVERTISING, AND MEDIA STUDIES, MINOR

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 majors choose one of three concentrations based on their interests and career aspirations: journalism, advertising/public relations, and media studies; minors take a more general array of coursework.

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

A minor in journalism, advertising, and media studies consists of a minimum of 18 credits in journalism, advertising, and media studies including:

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JAMS 101</td>
<td>Introduction to Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>JAMS 201</td>
<td>Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>Select 12 additional JAMS credits</td>
<td>12</td>
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<tr>
<td>Total Credits</td>
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<td>18</td>
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Criteria and Procedures for Admission to the Minor

Students will be eligible to declare the JAMS minor 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 a 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 minor, 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 minors 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.

Additional Requirements

- At least 9 credits must be at the 300 level or above taken in residence at UWM.
- The College requires that students attain at least a 2.500 GPA on credits in the major attempted at UWM.
- Students must attain a 2.500 GPA on all minor credits attempted, including transfer work.

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/