

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:

Code	Title	Credits
JAMS 101	Introduction to Mass Media	3
JAMS 201	Media Writing	3
Select 12 additional JAMS credits		12
Total Credits		18

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 2.0 GPA on credits in the minor attempted at UWM.
- Students must attain a 2.0 GPA on all minor credits attempted, including transfer work.

Letters & Science Minor Advising

Advising for the minor takes place within the department by a faculty member or staff member. Follow the steps using the "Declare a Minor"

button on the department's website which may include instructions on how to select a faculty advisor if there is more than one to choose from.

Students who already have an L&S college advisor because their degree plan is in L&S can discuss the minor with them as well since they will be familiar with any minor in L&S. Students who are working on a degree from a UWM college other than the College of Letters & Science will not need an L&S college advisor for just a minor and one will not be assigned. These students should work with the faculty or staff advisor they receive as part of the minor declaration process or contact the department directly for assistance.

Applicants who have not started classes at UWM yet who wish to declare a minor should wait until they are registered for their first UWM classes and then can declare the minor using the "Declare a Minor" button on the program's website. If you have questions about the minor before then, contact let-sci@uwm.edu.