

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.

Course of Study – Bachelor of Arts Degree

Complete 120 credits including 75 credits in the College of Letters & Science and with 36 of the 75 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. The College also requires that students complete at least 30 credits overall in residence at UWM. For additional residency and transfer credit limitations, see L&S Undergraduate Policies and Regulations (<https://catalog.uwm.edu/archive/2024-2025/letters-science/#policiesandregulationstext>).

Students are also required to complete University-wide General Education Requirements (<https://catalog.uwm.edu/archive/2024-2025/policies/undergraduate-policies/#bachelorsdegreegeneraleducation>) 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
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Oral and Written Communication

Part A

Achieve a grade of C or better in the following course:

ENGLISH 102	College Writing and Research (or equivalent)
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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 ¹
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
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Humanities

Select 6 credits	6
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Social Sciences

Select 6 credits	6
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Natural Sciences

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

The degree requirements in the College of Letters and Science build on the University General Education Requirements to provide a broad base

of knowledge as well as an array of skills cited by employers as critical to professional success: critical thinking, problem solving, oral and written communication, ability to work well with others, and adaptability to change.

For the Bachelor of Arts (B.A.), you must complete the UWM General Education Requirements as well as these L&S requirements: the International requirement, the Breadth requirement, and the Research requirement. The International requirement develops your potential for cross-cultural understanding in a globalizing world. The Breadth requirement ensures that you take classes in a wide variety of subjects, across humanities, natural sciences, and social sciences. The Research requirement calls for you to build your critical thinking and oral and written communication skills through conducting an independent research project, usually in your major.

For the Bachelor of Arts (B.A.) you will also complete the Language other than English requirement, to further develop your understanding of cultures through language.

I. Total Credits and Upper-Division Courses Requirement

Students must complete 120 credits including 75 credits in the College of Letters & Science and with 36 of the 75 credits in L&S upper-level (numbered above 300) courses.

II. Language other than English Requirement

Students doing the BA must fulfill the language other than English requirement by either successfully completing the fourth semester of university work or equivalent in one language other than English, or by successfully completing the second semester of university work or equivalent in two languages other than English (including all world languages and American Sign Language).

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. Proficiency tests approved by the Languages faculty may be used to satisfy all or part of this requirement.

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

III. International Requirement

To meet the International Requirement, students must successfully complete some three course (minimum 9 credits) combination of

- 1. language other than English (*not* including American Sign Language) at 3rd semester level or above, *and/or*
- 2. non-language courses with L&S approved international content (see Courses Approved for the L&S International Requirement (<https://catalog.uwm.edu/archive/2024-2025/letters-science/approved-courses-international-requirement/>) for course options).

IV. Breadth Requirement

In addition to completing the University General Education Requirements, L&S students must complete the Breadth requirement.

The L&S Breadth requirement calls for 6 credits each in L&S courses designated L&S Humanities, L&S Natural Sciences, and L&S Social Sciences breadth. One of the L&S Natural Science breadth courses must be a laboratory or fieldwork course. These courses must be beyond and in addition to courses in those areas used to satisfy General Education Requirements.

Please refer to the list of Courses Approved for the L&S Breadth Requirement (<https://catalog.uwm.edu/archive/2024-2025/letters-science/breadth-requirement-course-list/>).

V. 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 (<https://catalog.uwm.edu/archive/2024-2025/letters-science/approved-courses-research-requirement/>).

VI. The Minor

Students are encouraged to consider completing a minor, but it is not required. To complete a 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. The minor must contain at least 9 credits in upper-division (numbered 300 and above) courses.

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 program other than JAMS, of which, at least 6 credits must be at the 300 level or above:

Code	Title	Credits
Required		
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 ¹		12
Select 12 credits in a single program outside of JAMS ²		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 (see requirements listed below)		12
Select one of the following:		

Journalism	
Media Studies	
Advertising/Public Relations	
Total Credits	48

¹ COMMUN 103 and COMMUN 105 also count as lower level JAMS electives.

² 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 325	Audio Storytelling	
JAMS 332	Introduction to Digital Documentary	
JAMS 342	Television News Reporting	
JAMS 500	Advanced Integrated Reporting	
JAMS 502	Specialized Reporting:	
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 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 325	Audio Storytelling	
JAMS 336	Media Graphics	
JAMS 370	Introduction to Social Media and Search Engine Optimization	
JAMS 504	Critical and Opinion Writing	
Select one of the following: ¹		3
JAMS 304	News Literacy	
JAMS 450	Race and Ethnicity in the Media	
JAMS 460	History of Mass Media	
JAMS 461	Media Ethics ²	
JAMS 559	Freedom of Expression in the Digital Age ²	
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:	
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).

² 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
Select one of the following:		3
JAMS 317	Design for Advertising	
JAMS 407	Media Planning	
JAMS 417	Branding and Campaign Analysis	
JAMS 505	Research for Advertising and Public Relations	
Total Credits		12

Journalism, Advertising, and Media Studies BA Learning Outcomes

Students graduating from the Journalism, Advertising, and Media Studies (JAMS) program will be able to:

- Understand how media industries work and how media messages influence people and affect their lives.
- Learn to write clearly and precisely for journalism, advertising, public relations and/or media communication, demonstrating analysis, critical thinking, and storytelling skills.
- Develop multimedia production skills to facilitate effective and creative communication.
- Cultivate collaboration with people from diverse backgrounds, cultures, and interests. Respect, value and celebrate differences while analyzing and creating media communication.
- Engage in discussions and explorations of individual and social responsibility as it relates to media integrity, professional conduct, ethics, and law.

Letters & Science Advising

During your time at UWM, you may have multiple members of your success team, including advisors, peer mentors and success coaches. Letters & Science students typically work with at least two different types of advisors as they pursue their degrees: professional college advisors and faculty advisors. L&S college advisors advise across your entire degree program while departmental faculty advisors focus on the major.

College advisors are located in Holton Hall (or virtually for online students) and serve as your primary advisor. They are your point person for your questions about navigating college and completing your degree. College advisors will:

- Assist you in defining your academic and life goals.
- Help you create an educational plan that is consistent with those goals.
- Assist you in understanding curriculum, major and degree requirements for graduation, as well as university policies and procedures.
- Provide you with information about campus and community resources and refer you to those resources as appropriate.
- Monitor your progress toward graduation and completion of requirements.

Faculty advisors mentor students in the major and assist them in maximizing their development in the program. You will begin working with a faculty advisor when you declare your major. Faculty advisors are an important partner and will:

- Help you understand major requirements and course offerings in the department.
- Explain opportunities for internships and undergraduate research and guide you in obtaining those experiences.
- Serve as an excellent resource as you consider potential graduate programs and career paths in your field.

Students are encouraged to meet with both their college advisor and faculty advisor at least once each semester. Appointments are available in-person, by phone or by video.

Currently enrolled students should use the Navigate360 website (<https://uwm.navigate.eab.com/>) to make an appointment with your assigned advisor or call (414) 229-4654 if you do not currently have an assigned Letters & Science advisor. Prospective students who haven't enrolled in classes yet should call (414) 229-7711 or email let-sci@uwm.edu.

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 (<https://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.