

Journalism, Advertising, and Media Studies



Interested in This Major?

Current Students: Visit us in Bolton Hall, Room 510B or email jams-email@uwm.edu

Not a UWM Student yet? Contact our Admissions Counselor at let-sci@uwm.edu

Web: uwm.edu/journalism-advertising-media-studies



JAMS at UWM

Media has never been more dynamic. The worlds of journalism, advertising, public relations and media are changing at a rapid pace, and the Journalism, Advertising, and Media Studies (JAMS) program is a great place to learn about them. Whether students see themselves working in news, social media, advertising, public relations, or are fascinated by media, JAMS courses enable students to customize their education and prepare for their chosen careers in the state's largest media market.

Students choose courses to gain a broad understanding of the media's place in society and culture, but also concentrate more closely in one of three areas:

Journalism. The Journalism concentration emphasizes writing, information gathering, critical thinking and technology skills in courses taught by media professionals. Students can focus on print/online or broadcast journalism. Students have the opportunity to produce stories for *Media Milwaukee*, the program's award-winning multimedia news site.

Advertising/Public Relations. The Advertising and PR concentration stresses the importance of persuasive communication, target markets and messaging in a rapidly evolving media environment. Students have the opportunity throughout the program to work for real clients and produce portfolio-quality work

Media Studies. This concentration emphasizes critical, cultural and historical analysis of a wide variety of media, including advertising, music, new media, gaming and film. Students in this concentration gain research and writing skills, as well as experience in media production.

Career Opportunities

JAMS students have a wide range of career paths. Many seek careers in media, marketing, and communication. Others go on to pursue graduate work in the social sciences, humanities, and law.

Our alumni can be found in many prestigious organizations:

- Milwaukee Journal Sentinel
- WTMJ
- Fox6 News
- WISN-TV
- CBS 58
- WUWM Milwaukee Public Radio
- 60 Minutes
- Merge Records
- Radish Fiction
- 88Nine Radio Milwaukee
- BuzzFeed
- Milwaukee Bucks
- BVK
- Bader Ruder
- Epic Creative
- Kohl's
- Hoffman York
- Milwaukee Brewers
- Red Bull

Major Requirements

The major consists of 36 credits; at least 18 of those must be at the 300-level or higher. In addition, all students have to complete 12 credits in a single department other than JAMS (6 at the 300-level or above). Requirements for all JAMS majors include:

Course #	Course Title
JAMS 101	Introduction to Mass Media
JAMS 201	Media Writing
JAMS 461 or JAMS 559	Media Ethics or Freedom of Expression in the Digital Age
One 600-level JAMS seminar course	
12 credits in a single program other than JAMS (6 cr. upper-level)	



Required courses for the Journalism track include:

Course #	Course Title
JAMS 204	News Writing
JAMS 320	News Reporting
Two from JAMS 325, 332*, 342*, 500, 502 (602)	
* requires JAMS 302 as a prerequisite	

Required courses for the Advertising/Public Relations track are:

Course #	Course Title
JAMS 207	Intro to Advertising and Public Relations
JAMS 307	Persuasive Media Writing and Production
JAMS 407 or JAMS 505	Media Planning or Research for Advertising & Public Relations
JAMS 524	Advertising and Public Relations Campaigns

Required courses for the Media Studies track are:

Course #	Course Title
JAMS 262	Principles of Media Studies
JAMS 562	Media Studies and Culture
One production course from approved list	
One media studies course from approved list	

Minor Requirements

To complete the minor, students must earn at least 18 credits in JAMS courses including at least 9 credits at the 300-level or above taken at UWM. Required classes include:

Course #	Course Title
JAMS 101	Intro to Mass Media
JAMS 201	Media Writing

Declaring a Major or Minor

Student may complete the major or minor declaration at any time via the web form found on the JAMS website: jams.uwm.edu

Related Certificate

In the Digital Arts & Culture certificate program, students and working professionals create digital art, produce media content, critically analyze work produced by others and study the cultural implications of societies' uses of new technologies.

The DAC certificate program is interdisciplinary, combining courses in the areas of arts, humanities,



social sciences and information studies.

The certificate requires a minimum of 24 credits, at least 9 of which must be at the 300-level or higher. Students choose 4 core courses and then 2 courses each from conceptual courses and practicum courses. Some of the courses also may meet other degree or major requirements. More information is available at: uwm.edu/digital-arts-culture

Ways to get involved!

Media Milwaukee is an online portal for multimedia reporting with stories and opinions written and produced by UWM students. Check it out here: mediamilwaukee.com

Career Connections Speak Series is a monthly event where the JAMS Program invites professionals working in the various media related industries to speak to students, share insight and advice on work experiences, and answer any questions!



Join a student organization!

- Ad Club
- Minority Media Association
- Prowl Radio
- Public Relations Student Society of America
- The UWM Post

Internships

Students may apply for up to two internships for credit and must have a 2.5 minimum GPA to apply. On-campus internships involve working with university media professionals, while off-campus internships encompass a range of local media outlets and agencies.

Scholarships

In addition to exploring university scholarships and college-wide scholarships, the Journalism, Advertising, and Media Studies program awards scholarships to its majors. Amounts vary from year to year, and generally between six and twelve scholarships are awarded in a given year.

