

# Journalism, Advertising, and Media Studies



## Interested in This Major?

**Current Students:** Visit us in Bolton Hall, Room 510B or email [jams-email@uwm.edu](mailto:jams-email@uwm.edu)

**Not a UWM Student yet?** Contact our Admissions Counselor at [let-sci@uwm.edu](mailto:let-sci@uwm.edu)

**Web:** [uwm.edu/journalism-advertising-media-studies](http://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
- ESPN
- 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 524	Advertising and Public Relations Campaigns
Choose 1:	JAMS 317: Design for Advertising JAMS 407: Media Planning JAMS 417: Branding and Campaign Analysis JAMS 505: Research for Advertising and Public Relations

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](http://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.

### 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](http://mediamilwaukee.com)

**Career Connections Speaker Series** is a regularly held 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!

- Lambda Pi Eta Honors Society
- Minority Media Association
- Prowl Radio
- Public Relations Student Society of America

### 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. *Revised 09/2024*





This sample four-year plan shows just one possible pathway to earning a degree with this major in four years. This plan **does not** replace the advice of your advisor, and students are cautioned to meet regularly with their advisor to create a personalized plan that matches their particular circumstances. This plan also follows the degree requirements for students who began their college education in Fall of 2013 or later. If you started college prior to Fall of 2013, your degree requirements may be different.

### Degree Requirements (brief summary):

- English Proficiency and UWM Oral and Written Communication (OWC) GER - English 102 (fulfills Part A) and one OWC-Part B course.
- Math Proficiency, UWM Quantitative Literacy (QL) GER, and Formal Reasoning – two courses can satisfy all three requirements. Some courses have prerequisites, however, so a student may end up taking more than two classes depending on placement test scores. Students will usually take Math 103 or 105 AND three credits in either a 200-level or above math course, Philosophy 211, or an approved Letters & Science statistics course.
- World Language – 4 semesters of a single World Language (or 3 semesters of one language and 2 semesters of another language) (May be satisfied through 4 years of a single World Language in high school.)
- L&S Humanities (HU) – 12 credits
- L&S Social Sciences (SS) – 12 credits
- L&S Natural Science (NS) – 12 credits including one lab
- L&S International (Int'l) – 9 credits usually accomplished in conjunction with Humanities and/or Social Science courses
- UWM Arts GER – 3 credits
- UWM Cultural Diversity GER (CD) – 3 credits usually accomplished in conjunction with a Humanities or Social Science course
- 120 credits including 90 credits in L&S and with 36 of the 90 credits in L&S upper-level (numbered above 300) courses
- Complete the JAMS major requirements in a track with 36 credits. At least 18 of these credits must be 300-level or higher. 12 credits in a single department other than JAMS must also be completed.

#### Journalism track

- JAMS 101, 201, 204, 320, 461 or 559
- Two from JAMS 325, 332\*, 342\*, 500, 502 (\* requires JAMS 302 as a prerequisite)
- One 600-level seminar
- JAMS electives to reach 18 credits at the 300-level or above and 36 total credits

#### Media Studies track

- JAMS 101, 201, 262, 562
- One from JAMS 207, 231, 232, 302, 306, 325, 336, 370, 504
- One from JAMS 304, 450, 460, 461, 559, Any 600-Level Course with "Seminar" in the title.
- One 600-level seminar (If a JAMS 600-level seminar is chosen for the Media Studies Elective, it cannot be double counted for this requirement.)
- JAMS 461 or 559 (If either class is chosen for the Media Studies Elective, it cannot be double counted for this requirement.)

- JAMS electives to reach 18 credits at the 300-level or above and 36 total credits

#### Advertising/Public Relations track

- All of JAMS 101, 201, 207, 307, 524, and then choose one between: JAMS 317, 407, 417, or 505.
- JAMS 461 or 559
- One 600-level seminar
- JAMS electives to reach 18 credits at the 300-level or above and 36 total credits

### Sample Four Year Plan:

There are hundreds of courses that satisfy requirements and courses can count towards more than one requirement. For example, JAMS 101 counts towards the major and as a social science. (This sample assumes no high school World Language was taken, that the student placed into college-level math and English, and follows the Journalism track for an example.)

	Semester 1	Semester 2
Year 1	English 101	English 102 (OWC-A)
	Math 103 or 105 (QL-A)	QL-B course
	1st semester World Language	2nd semester World Language
	L&S Humanities	L&S Natural Science
	JAMS 101 (SS)	JAMS 201
Year 2	OWC-B course	Formal reasoning course
	3rd semester World Language (Int'l)	4th semester World Language (Int'l)
	JAMS 204	JAMS elective
	L&S Natural Science	L&S Natural Science
	L&S Social Science, not JAMS	L&S Humanities/Cultural Diversity
Year 3	L&S Humanities	L&S Humanities
	L&S Natural Science with lab	JAMS 500
	JAMS 320	Arts GER
	JAMS upper-level	JAMS upper-level
	L&S Social Science/ International, not JAMS	L&S upper-level
Year 4	JAMS 461 or 559 (SS)	JAMS 600-level seminar
	JAMS 502	JAMS upper-level
	L&S upper-level	JAMS upper-level
	L&S upper-level	L&S upper-level
	Elective	Elective

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