

Hire Top Communicators



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

journalism.wisc.edu

Undergraduate Program

ONE MAJOR, MANY CAREER PATHS

Program Background

The School of Journalism and Mass Communication (SJMC) focuses on theory and practice, so our undergraduate students gain mastery over a broad set of flexible concepts and skills. The undergraduate program produces well-trained, highly sought-after graduates. Our selective admissions process allows for small classes and rigorous preparation through a tailored set of scholarly and professional offerings.

The SJMC is part of the College of Letters and Science where students gain an excellent liberal arts education. Additionally, our students develop skills in journalism and strategic communication across media platforms that prepare them for the ever-changing world of communications. You will find that many of our students have additional majors and certificates and are involved in student organizations and participate in a variety of professional opportunities and internships.



Strategic Communication

Students receive broad training across all areas of strategic communications utilizing skills such as data analysis and visualization. Areas of interest include advertising, marketing communications, public relations, media strategy and planning.

Students go on to work at organizations such as full service agencies, corporations, nonprofits and opportunities within the media industry.



Reporting

Students interested in the reporting track receive training in the skills necessary to be successful in reporting by learning about in-depth reporting, investigative journalism, electronic and broadcast news, opinion and analysis, and creative nonfiction.

Students go on to work at newspapers, magazines, publishing houses, television, radio, documentaries, and nonprofits.



STUDENT INVOLVEMENT

There are many ways that our students acquire experience in the field outside of the classroom. Journalism students often find themselves working for one of the two student newspapers on campus, the Daily Cardinal or the Badger Herald. Organizations such as Ad Club, PRSSA, Association for Women in Sports Media, WSUM (a student-run radio station), and Association for Women in Communication allow students to learn more about specific fields and network with speakers.

Connect directly with our students and alumni



UW-Madison School of Journalism and Mass Communication

CLASSROOM EXPERIENCE

Our students receive a variety of real world experiences in the classroom. Students in our magazine publishing class raise money to create, publish and distribute *CURB* magazine. Meanwhile, in our strategic communications track students have the opportunity to work for real clients in a variety of courses. Past clients include FOX Sports University, Fit 4 Mom Madison and Lands' End.

Our reporting classes allow students to gain valuable skills in investigative and broadcast journalism. The Badger Report, created in our video journalism course, allows students to produce newscasts, feature stories and manage a website which showcases their work. Many of our award-winning publications receive local, state and national recognition.

How can you work with us?

We love when employers reach out to us to connect with our students. There are a multitude of ways in which organizations can work with the SJMC to interact with our students and faculty, both on campus and remotely.



We are always open to new ideas, so please reach out if there is something we missed in the list below!

- Post internships and job opportunities to the “Job Listings” page of the SJMC website
- Crossover events with the Communication Arts department
- Connect with us on Twitter @uw_sjmc
- Attend the Advertising and Communications Career Fair in February
- Host students on a company visit
- Hold interviews on campus
- Guest speaker events
- Host information sessions
- Participate in a career panel
- Connect with one of our affiliated student organizations

Contact Us

For more information about the University of Wisconsin-Madison’s School of Journalism and Mass Communication’s undergraduate program or for more ways to work with the SJMC, please contact media, information and communication career advisor Pam Garcia-Rivera at pgarciariver@wisc.edu or 608-890-1046.



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