



Photo by Jeff Miller/UW-Madison

The University of Wisconsin-Madison is home to one of the oldest schools of journalism and mass communication in the United States. UW-Madison ranks fifth in the world for communication and media studies.

The School houses the Center for Journalism Ethics and works closely with the Wisconsin Center for Investigative Journalism, and internship and fellowship opportunities are available at a range of local media organizations.

Madison, the state capital, consistently ranks among the top American cities for its quality of life. Students enjoy a thriving entertainment, cultural, sports and foodie environment.



**School of Journalism
and Mass Communication**
UNIVERSITY OF WISCONSIN-MADISON

journalism.wisc.edu/protrack

Contact the professional master's program director Stacy Forster at stacy.forster@wisc.edu.



School of Journalism and Mass Communication

UNIVERSITY OF WISCONSIN-MADISON

PROFESSIONAL-TRACK

MASTER'S PROGRAM

WORLD-CLASS LEARNING. HANDS-ON EXPERIENCE.

Learn essential journalism skills in the School of Journalism and Mass Communication's professional master's degree program. You'll design your own track of study and specialize in covering what interests you, from politics to the environment, from art to communities. And by joining us in Madison, you'll be part of a top-ranked school and worldwide network of Badger alumni.

THE WISCONSIN PRO-TRACK EXPERIENCE

The professional M.A. program typically leads to careers in news and information production. In collaboration with an advisor, our students develop a program with a mix of required and elective courses that will help them develop practical communication skills, conceptual knowledge of journalism and mass communication, and an area of specialization.

Skills classes are a significant component of this program. However, a hallmark of the Wisconsin method of journalism education is that equal weight is given to communication theory and the role journalists play in society. Students' ability to develop a specialty in journalism is also a central component of this program, and we encourage applicants to have a strong idea of what area they might want to pursue when they arrive on campus.

This program is particularly well suited for people with undergraduate degrees in non-journalism areas seeking journalistic skills to enhance existing areas of interest or reporters with some experience who seek a specialization.



Photo by Emilie Enke/Curb magazine

Professional-track master's student Cathleen Draper ('18) interviews a source for her story for Curb, which is produced by the school's magazine publishing class.

REQUIREMENTS

Students must complete 30 credits and do an internship at a journalism-related media company. Coursework includes 12 credits in core skills classes, such as in-depth reporting, creative nonfiction or investigative journalism, and seven credits in concepts courses that explore the relationship between journalism and social institutions, such as history of mass communication and mass communication law. Pro-track students also take at least seven credits outside the school.

The program typically takes three semesters to complete. By the end, students should have developed a portfolio with at least five significant professional clips or projects (text, electronic, visual or multimedia) from classes, independent projects, freelance work or internships to use in finding a job.