

JOURNALISM, ADVERTISING, AND MEDIA STUDIES (JAMS)

Journalism, Advertising, and Media Studies Courses

JAMS 101 Introduction to Mass Media

3 cr. Undergraduate.

Overview of mass media from the printing press to the internet. Focus on media technologies, industries, content, and critical approaches.

Prerequisites: none.

General Education Requirements: Social and Behavioral Science

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 111 Gender and the Media

3 cr. Undergraduate.

How gender representations in popular media inform and construct our understandings of the world; gender in popular culture, including new media; critical analysis of representations.

Prerequisites: none.

Course Rules: No credit for students with credit in JAMS 460.

General Education Requirements: Civics and Perspectives

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 113 Internet Culture

3 cr. Undergraduate.

Social, cultural, and historical dimensions of the Internet.

Prerequisites: none.

Course Rules: DAC 113 and JAMS 113 are jointly offered and count as repeats of one another.

General Education Requirements: Civics and Perspectives

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 116 Journalism, Documentary, and Democracy

3 cr. Undergraduate.

The role of journalism and documentary in democracy examined through a variety of media products.

Prerequisites: none.

Last Taught: Fall 2016, Summer 2015, Summer 2014, Fall 2012.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 192 First-Year Seminar:

3 cr. Undergraduate.

The specific topics are announced in the Schedule of Classes each time the class is offered.

Prerequisites: none.

Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).

Last Taught: Fall 2015, Fall 2014, Fall 2013, Fall 2007.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 193 First-Year Seminar:

3 cr. Undergraduate.

Specific topics announced in Schedule of Classes each time course is offered.

Prerequisites: none.

Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 199 Independent Study

1-3 cr. Undergraduate.

For further information, consult dept chair.

Prerequisites: 2.5 GPA; consent of instructor, department chair, and Assistant Dean for Student Academic Services.

Course Rules: May be retaken to 6 cr max.

Last Taught: Spring 2011, Summer 2008, Spring 2008, Spring 2006.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 201 Media Writing

3 cr. Undergraduate.

Techniques and strategies for writing that can communicate effectively with media audiences; emphasizes innovation and creativity within the constraints of good grammar and style.

Prerequisites: completion of Oral and Written Communication

Competency Part A (OWC-A) requirement or ENGLISH 102(P); or consent of instructor.

General Education Requirements: Communication and Literacy

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 204 News Writing

3 cr. Undergraduate.

Principles of journalistic writing.

Prerequisites: a grade of C or better in JAMS 101(P) and JAMS 201(P).

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 207 Introduction to Advertising and Public Relations

3 cr. Undergraduate.

A practical approach to developing, implementing, and evaluating advertising and public relations strategies.

Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 212 Introduction to Corporate Communication

3 cr. Undergraduate.

The profession of corporate communication; focus on the variety of mass communication strategies in the field.

Prerequisites: none.

Last Taught: Fall 2017, Fall 2016, Fall 2015, Fall 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 214 Advertising in American Society

3 cr. Undergraduate.

A critical survey of advertising's development and current practices as well as its impact on knowledge, attitudes, and behaviors.

Prerequisites: none.

Last Taught: Summer 2025, Summer 2024, Fall 2022, UWinterIM 2020.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 231 Publication Design

3 cr. Undergraduate.

Principles of print layout and design.

Prerequisites: none.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 232 Photojournalism

3 cr. Undergraduate.

The history of photography and the practice of photojournalism, including aesthetic, conceptual, and technical developments. Digital production and distribution.

Prerequisites: soph st.

Last Taught: Spring 2020, Summer 2015, Summer 2014, Summer 2013.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 262 Principles of Media Studies

3 cr. Undergraduate.

Central issues and concerns in the field of media studies. Cultural study of media industries and production practices. Analysis of media texts and audiences.

Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).

Last Taught: Fall 2025, Fall 2024, Fall 2023, Fall 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 280 Selected Topics in Mass Communication:

3 cr. Undergraduate.

Selected topics not addressed in regularly-approved courses.

Prerequisites: soph st; add'l prereqs, if any, announced in the Schedule of Classes.

Course Rules: May be retaken w/chg in topic to 6 cr max.

Last Taught: Summer 2017, Spring 2017, Spring 2016, Spring 2015.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 289 Internship in Journalism and Media Communication, Lower Division

1-6 cr. Undergraduate.

Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.

Prerequisites: GPA of at least 2.5; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of the department internship committee.

Course Rules: Students earn one academic credit per 40 hours of internship placement. Does not count toward JAMS major or minor. Cr/nc or only. May be retaken to 6 cr max.

Last Taught: Fall 2023, Fall 2022, Summer 2018, Fall 2017.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 296 UROP Apprenticeship

1-3 cr. Undergraduate.

Undergraduate research participation in a project developed with a supervising member of the faculty or staff.

Prerequisites: acceptance into UROP; prior or conc reg in UROP seminar.

Last Taught: Spring 2011, Fall 2010, Fall 2009, Spring 2009.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 297 Study Abroad:

1-12 cr. Undergraduate.

Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.

Prerequisites: acceptance for Study Abroad Program.

Course Rules: May be retaken with change in topic.

Last Taught: Fall 2025, Spring 2025, Spring 2024, Fall 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 299 Ad Hoc:

1-6 cr. Undergraduate.

Course created expressly for offering in a specified enrollment period.

Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add'l sem.

Prerequisites: none; add'l prereqs may be assigned to specific topic.

Course Rules: May be retaken w/chg in topic.

Last Taught: Spring 2013, Fall 2012, Spring 2008, Fall 2007.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 302 Introduction To Video Storytelling

3 cr. Undergraduate.

Introduction to video producing, recording, and editing of visual stories.

Prerequisites: grade of C or better in JAMS 201(P).

Course Rules: Counts as a repeat of JAMS 380 with the same topic.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 304 News Literacy

3 cr. Undergraduate.

Assessing the quality and trustworthiness of news sources and analyzing coverage of current events using investigative tools, fact checking and critical thinking skills.

Prerequisites: none.

Course Rules: Not open for credit to students with credit in JAMS 356.

Last Taught: Fall 2025, Fall 2024, Fall 2023, Summer 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 306 Feature and Magazine Article Writing:

3 cr. Undergraduate.

Using interviews, analysis and/or observation to produce feature and profile stories.

Prerequisites: jr st; declared JAMS major/minor or English major.

Course Rules: May not be retaken for cr.

Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 307 Persuasive Media Writing and Production:

3 cr. Undergraduate.

Writing, design, and production of persuasive media elements through individual and group work and skills-based activities.

Prerequisites: declared JAMS major/minor; grade of C or better in JAMS 207(P).

Course Rules: May not be retaken for cr.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 317 Design for Advertising

3 cr. Undergraduate.

Basic principles of design and typesetting will be utilized to create and design a variety of individual ad types and ad campaigns.

Prerequisites: declared JAMS major or minor, and a grade of C or better in JAMS 204, JAMS 207, or JAMS 262.

Course Rules: Counts as a repeat of JAMS 380 with similar topic.

Last Taught: Fall 2025, Spring 2025, Fall 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 320 News Reporting

3 cr. Undergraduate.

Reporting in a newsroom setting using digital distribution tools to reach audiences.

Prerequisites: JAMS major or minor and a grade of C or better in JAMS 204(P).

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 325 Audio Storytelling

3 cr. Undergraduate.

Analysis of audio storytelling techniques and impact; audio storytelling production.

Prerequisites: jr st.

Course Rules: Counts as repeat of JAMS 380 w/similar topic.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 332 Introduction to Digital Documentary

3 cr. Undergraduate.

Analyzing, filming and editing a quality documentary for client use, broadcast television, or film festival entry.

Prerequisites: junior standing and a grade of C or better in JAMS 302(P).

Last Taught: Spring 2025, Spring 2024, Spring 2023, Spring 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 336 Media Graphics

3 cr. Undergraduate.

Production and analysis of mass media graphics, photographs, and illustrations.

Prerequisites: junior standing; JAMS major/minor or Digital Arts and Culture (DAC) status; grade of C or better in ART 118(P) or JAMS 113(P).

Course Rules: DAC 336 and JAMS 336 are jointly offered and count as repeats of one another.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 342 Television News Reporting

3 cr. Undergraduate.

Reporting, writing, and editing television news, including field camera operation and video editing.

Prerequisites: declared JAMS major or minor; grade of C or better in JAMS 302(P).

Last Taught: Fall 2025, Fall 2024, Fall 2023, Spring 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 370 Introduction to Social Media and Search Engine Optimization

3 cr. Undergraduate.

Principles of professional social media management and content creation; search engine optimization for online media.

Prerequisites: junior standing.

Course Rules: Counts as repeat of JAMS 380 with similar topic, including 'Professional Social Media & Online Audience Growth'.

Last Taught: Fall 2025, Summer 2025, Spring 2025, Fall 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 380 Special Topics in Journalism, Advertising, and Media Studies:

3 cr. Undergraduate.

Special topics not addressed in regularly-approved courses.

Prerequisites: junior standing; additional prerequisites announced in the Schedule of Classes.

Course Rules: May be retaken with change in topic to 9 cr max.

Last Taught: Fall 2025, Spring 2025, Fall 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 399 On-Campus Internship

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of department internship committee.

Course Rules: Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 600.

Last Taught: Fall 2025, Summer 2025, Spring 2025, Fall 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 407 Media Planning

3 cr. Undergraduate.

Exploration and analysis of advertising media buying and planning.

Prerequisites: junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.

Last Taught: Fall 2025, Spring 2025, Fall 2023, Spring 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 417 Branding and Campaign Analysis

3 cr. Undergraduate.

Discuss how good brand management helps create effective campaigns in advertising and public relations.

Prerequisites: JAMS major or minor and a grade of C or better in JAMS 204(P), JAM 207(P), or JAMS 262(P).

Course Rules: May not be retaken for credit; counts as a repeat of JAMS 380 with similar topic.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 450 Race and Ethnicity in the Media

3 cr. Undergraduate.

How popular media representations of race inform understandings of past and contemporary society; race in popular culture, especially new media; critical analysis of media content and forms.

Prerequisites: jr st.

Course Rules: Counts as repeat of JMC 660 w/similar topic.

Last Taught: UWinteriM 2018, UWinteriM 2017, UWinteriM 2016, UWinteriM 2015.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 460 History of Mass Media

3 cr. Undergraduate.

Evolution of mass media in the United States; how technological, cultural, political and economic changes have affected the media.

Prerequisites: jr st.**Last Taught:** Spring 2020, Spring 2019, Spring 2018, Spring 2017.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 461 Media Ethics**

3 cr. Undergraduate.

Practical application of ethical principles to controversies in print and broadcast journalism, advertising, public relations, and new technologies of mass communication.

Prerequisites: junior standing.**Course Rules:** Previously JAMS 361.**Last Taught:** Fall 2025, Spring 2025, Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 481 Topics in Social Media:**

3 cr. Undergraduate.

Topics examining social media's use, influence and/or development.

Prerequisites: May be retaken w/chg in topic to 6 cr max. Prereq. jr st.

Not open for cr to students w/ cr in JAMS 380 w/ similar topic.

Last Taught: Spring 2020, Fall 2019, Spring 2019, Fall 2018.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 489 Internship in Journalism and Media Communication, Upper Division**

1-6 cr. Undergraduate.

Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.

Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.**Course Rules:** Students earn one academic credit per 40 hours of internship placement. A three-credit internship, therefore, requires the student to complete at least 120 hours. Does not count toward JAMS major or minor. Cr/no cr only. May be retaken to 6 cr max.**Last Taught:** Fall 2025, Summer 2025, Spring 2025, Fall 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 497 Study Abroad:**

1-12 cr. Undergraduate/Graduate.

Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.

Prerequisites: junior standing and acceptance for Study Abroad Program.**Course Rules:** May be retaken with change in topic.**Last Taught:** Fall 2025, Spring 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 497G Study Abroad:**

1-12 cr. Undergraduate/Graduate.

Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.

Prerequisites: junior standing and acceptance for Study Abroad Program.**Course Rules:** May be retaken with change in topic.**Last Taught:** Fall 2025, Spring 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 499 Ad Hoc:**

1-6 cr. Undergraduate.

Course created expressly for offering in a specified enrollment period.

Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add'l sem.

Prerequisites: jr st; add'l prereqs may be assigned to specific topic.**Course Rules:** May be retaken w/chg in topic.**Last Taught:** Summer 1999, Fall 1998, Spring 1998, Spring 1995.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 500 Advanced Integrated Reporting**

3 cr. Undergraduate.

Advanced reporting and writing in an integrated newsroom setting.

Prerequisites: junior standing; declared JAMS major or minor; a grade of C or better in JAMS 320(P).**Last Taught:** Fall 2025, Fall 2024, Fall 2023, Spring 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 502 Specialized Reporting:**

3 cr. Undergraduate.

Overview of the problems and challenges of specialized reporting in an area such as social science, science, the humanities and the arts.

Prerequisites: jr st; declared JAMS major or minor; grade of C or better in JAMS 320(P).**Course Rules:** May be retaken w/chg in topic to 9 cr max. Not open for cr to student w/cr in JAMS 602 w/similar topic.**Last Taught:** Spring 2025, Spring 2024, Spring 2023, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 504 Critical and Opinion Writing**

3 cr. Undergraduate.

Opinion, column and review writing for multiple platforms.

Prerequisites: junior standing.**Last Taught:** Summer 2022, Summer 2021, Fall 2019, Spring 2019.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 505 Research for Advertising and Public Relations**

3 cr. Undergraduate/Graduate.

Development of market and audience research strategies through hands-on projects.

Prerequisites: junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.**Last Taught:** Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 505G Research for Advertising and Public Relations**

3 cr. Undergraduate/Graduate.

Development of market and audience research strategies through hands-on projects.

Prerequisites: junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.**Last Taught:** Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 524 Advertising and Public Relations Campaigns**

3 cr. Undergraduate.

Advanced course in advertising and public relations; emphasis on applying integrated practices and principles.

Prerequisites: jr st; grade of C or better in JAMS 222(P), 224(P), or 307(P); declared JAMS major or minor.**Last Taught:** Fall 2025, Spring 2025, Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>

JAMS 559 Freedom of Expression in the Digital Age

3 cr. Undergraduate/Graduate.

First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.

Prerequisites: jr st.**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 559G Freedom of Expression in the Digital Age**

3 cr. Undergraduate/Graduate.

First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.

Prerequisites: jr st.**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 562 Media Studies and Culture**

3 cr. Undergraduate/Graduate.

Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.

Prerequisites: jr st; grade of C or better in JAMS 262(P).**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 562G Media Studies and Culture**

3 cr. Undergraduate/Graduate.

Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.

Prerequisites: jr st; grade of C or better in JAMS 262(P).**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 600 Off-Campus Internship**

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

Prerequisites: GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.**Last Taught:** Fall 2025, Summer 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 600G Off-Campus Internship**

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

Prerequisites: GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.**Last Taught:** Fall 2025, Summer 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 614 Seminar in Media and Public Opinion**

3 cr. Undergraduate/Graduate.

Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.

Prerequisites: jr st.**Last Taught:** Fall 2025, Fall 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 614G Seminar in Media and Public Opinion**

3 cr. Undergraduate/Graduate.

Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.

Prerequisites: jr st.**Last Taught:** Fall 2025, Fall 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 615 Seminar in Media and Politics**

3 cr. Undergraduate/Graduate.

How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.

Prerequisites: jr st.**Last Taught:** Fall 2024, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 615G Seminar in Media and Politics**

3 cr. Undergraduate/Graduate.

How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.

Prerequisites: jr st.**Last Taught:** Fall 2024, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 616 Seminar in Sports, Media, and Society**

3 cr. Undergraduate/Graduate.

Lens of sports to explore the ways we know what we know about how media operate in a society and asks students to produce research adding to that knowledge.

Prerequisites: junior standing and JAMS major or minor; or graduate standing.**Course Rules:** Counts as a repeat of JAMS 660 with similar topic.**Last Taught:** Fall 2025, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 616G Seminar in Sports, Media, and Society**

3 cr. Undergraduate/Graduate.

Lens of sports to explore the ways we know what we know about how media operate in a society and asks students to produce research adding to that knowledge.

Prerequisites: junior standing and JAMS major or minor; or graduate standing.**Course Rules:** Counts as a repeat of JAMS 660 with similar topic.**Last Taught:** Fall 2025, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>

JAMS 620 Seminar in Global Media

3 cr. Undergraduate/Graduate.

Economic, regulatory, and cultural characteristics of national and global mass media.

Prerequisites: jr st.

Last Taught: Fall 2025, Spring 2025.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 620G Seminar in Global Media

3 cr. Undergraduate/Graduate.

Economic, regulatory, and cultural characteristics of national and global mass media.

Prerequisites: jr st.

Last Taught: Fall 2025, Spring 2025.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 660 Seminar in Contemporary Issues in Media Studies:

3 cr. Undergraduate/Graduate.

Research-oriented approaches to theoretical and social issues in mass communication.

Prerequisites: junior standing.

Course Rules: May be retaken with change in topic to 6 cr max.

Last Taught: Fall 2025, Spring 2025.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 660G Seminar in Contemporary Issues in Media Studies:

3 cr. Undergraduate/Graduate.

Research-oriented approaches to theoretical and social issues in mass communication.

Prerequisites: junior standing.

Course Rules: May be retaken with change in topic to 6 cr max.

Last Taught: Fall 2025, Spring 2025.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 661 Seminar in Media Communication and Society:

3 cr. Undergraduate/Graduate.

Topics related to the mass media; the research process; development of a seminar paper based on original research.

Prerequisites: junior standing; additional prerequisites, if any, announced in the Schedule of Classes.

Course Rules: May be retaken with change in topic to 6 cr max.

Last Taught: Spring 2024, Spring 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 661G Seminar in Media Communication and Society:

3 cr. Undergraduate/Graduate.

Topics related to the mass media; the research process; development of a seminar paper based on original research.

Prerequisites: junior standing; additional prerequisites, if any, announced in the Schedule of Classes.

Course Rules: May be retaken with change in topic to 6 cr max.

Last Taught: Spring 2024, Spring 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 699 Advanced Independent Study

1-6 cr. Undergraduate.

For further information, consult dept chair.

Prerequisites: jr st, 2.0 GPA, consent of instructor, department chair, and Assistant Dean for Student Academic Services.

Course Rules: May be retaken with change in topic to 6 cr max.

Last Taught: Spring 2020, Fall 2019, Spring 2019, Fall 2018.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 700 Approaches to Media Studies

3 cr. Graduate.

Review and analysis of research in media studies; preparation for scholarly writing.

Prerequisites: admis to MA prog in Media Studies or cons instr.

Last Taught: Fall 2019, Fall 2018, Fall 2017, Fall 2016.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 701 Media Studies Research Design

3 cr. Graduate.

Qualitative and quantitative research methods in media studies; preparation of a research proposal.

Prerequisites: admis to MA prog in Media Studies or cons instr.

Last Taught: Fall 2019, Fall 2018, Fall 2017, Fall 2016.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 815 Media and Cultural Studies

3 cr. Graduate.

Cultural approaches to the study of media; design and execution of a research project.

Prerequisites: grad st.

Last Taught: Fall 2020, Fall 2016, Spring 2007, Fall 2005.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 820 Persuasion in Media

3 cr. Graduate.

Examination of theoretical approaches, research methods, and findings in the study of persuasive media; design and execution of a research project.

Prerequisites: grad st.

Last Taught: Fall 2008, Spring 1999, Spring 1997, Fall 1994.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 830 Topics in Media History:

3 cr. Graduate.

Historical approaches to the study of media; design and execution of a research project.

Prerequisites: grad st.

Course Rules: Retakable w/chg in topic to 9 cr max.

Last Taught: Spring 2021, Spring 2020, Spring 2018, Spring 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 840 Topics in Media Law and Ethics:

3 cr. Graduate.

In-depth study and discussion of law and ethics as they relate to the mass media; development of original research for publication in scholarly journals.

Prerequisites: grad st.

Course Rules: Retakable w/chg in topic to 6 cr max.

Last Taught: Spring 2017, Fall 2015, Fall 2013, Spring 2013.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 845 Topics in Gender, Sexuality, and Media:

3 cr. Graduate.

Analysis of gender, sexuality, and other aspects of identity in and related to media.

Prerequisites: grad st.

Course Rules: Retakable w/chg in topic to 9 cr max.

Last Taught: Spring 2016.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 850 Global Media and Local Cultures

3 cr. Graduate.

Seminar covering major theories and critiques of globalization, with a particular emphasis on the study of media and culture.

Prerequisites: grad st.

Last Taught: Spring 2008, Fall 2005, Fall 2002.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 855 Topics in New Media:

3 cr. Graduate.

History, theory, and/or criticism of new media.

Prerequisites: grad st.

Course Rules: Retakable w/chg in topic to 9 cr max.

Last Taught: Fall 2020, Spring 2017, Fall 2015, Spring 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 860 Seminar in Media Studies:

3 cr. Graduate.

In-depth study and discussion of a current topic in media studies.

Specific topics announced in the Schedule of Classes.

Prerequisites: grad st.

Course Rules: Retakable w/chg in topic to 6 cr max.

Last Taught: Spring 2020, Fall 2019, Fall 2018, Spring 2018.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 888 Candidate for Degree

0 cr. Graduate.

Available for grad students who must meet minimum cr load requirement.

Prerequisites: graduate standing.

Course Rules: Fee for 1 cr assessed; unit does not count towards credit load for Fin Aid. Repeatable. Satisfactory/Unsatisfactory only.

Last Taught: Fall 2020, Spring 2020, Summer 2019, Spring 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 990 Research and Thesis

1-6 cr. Graduate.

Production of a thesis under the supervision of the student's major professor with the consultation of the degree committee.

Prerequisites: grad st; cons instr.

Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 991 Professional Project

1-6 cr. Graduate.

Preparation and execution of a project which applies mass communication research and theory in a professional setting.

Prerequisites: grad st; cons instr.

Course Rules: Students enroll under major prof with consultation of degree committee.

Last Taught: Spring 2021, Spring 2020, Fall 2019, Summer 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>

JAMS 999 Graduate Independent Study

1-3 cr. Graduate.

Supervised research of a particular topic area either not covered by other courses or at a level of sophistication beyond that of courses which cover the topic.

Prerequisites: grad st; 3.00 grad gpa; writ cons grad dir.

Course Rules: Retakable to 6 cr max.

Last Taught: Fall 2020, Spring 2020, Fall 2019, Summer 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>