MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS

medill.northwestern.edu

For students who want to research, report and produce journalism that matters, Medill offers the combination of a top-ranked university and a best-in-class journalism education.

At Medill, reporting and writing are just the start. Students experiment with emerging media, explore global journalism and prepare not only to work in a changing media world but to lead it.

Students learn by doing, taking passions like social justice, politics, global affairs, entrepreneurship, technology, the arts or sports into expertise.

Medill’s curriculum allows students to solidify their writing and editing skills and comprises three components:

- The core curriculum is built to put all first-year students on the same page. In these core courses, Medill faculty teach reporting, writing, editing and thinking critically.
- In addition to those core classes, every student selects a concentration in a discipline outside Medill. This allows them to explore political science, history, economics, a foreign language, computer science and much more. Students take a wide variety of courses to ensure a well-rounded education.
- Finally, Medill offers a wide variety of journalism electives. Choose courses that will help you build expertise in the areas you are most passionate about.

Medill also offer a certificate in Integrated Marketing Communications. This allows students to learn how to use data and consumer insights to engage with customers today.

Developed at Medill, the IMC field includes marketing, strategic communications, advertising, digital strategy, social media, marketing analytics and more. Medill offers all Northwestern undergraduates the opportunity to learn more about integrated marketing communications by earning an IMC certificate. You will be eligible for an even wider range of career opportunities because business skills you will learn in the certificate program are applicable to journalism, media and many other fields.

Requirements for the Degree of Bachelor of Science in Journalism

All Medill undergraduates pursue the bachelor of science in journalism degree. They must complete a minimum of 45 units to earn the BSJ. In addition to their studies in journalism, they acquire a strong background in the arts and sciences. The following policies apply:

- Of the 45 units, at least 27 must be earned in courses outside Medill and at least 14 in Medill courses.
- Journalism students must acquire significant professional experience to earn the BSJ. The requirement may be satisfied through a 4-unit Journalism Residency.
- No course may be counted in more than one requirement category, with one exception: Medill students completing a double major in Weinberg College may apply courses used to meet Medill’s distribution requirements toward the second major.
- Exceptions to any degree requirements must be approved by the Medill Student Life. Petitions and rules for filing them are available on the Medill Canvas site.

Grade Requirements

Students must achieve a minimum GPA of 2.0 (C) in all nonjournalism courses taken for a letter grade and a minimum GPA of 2.25 (C+) in journalism courses. In addition, all journalism students are subject to the following grade requirements:

- The journalism GPA is an average of the grades (including F’s) in all journalism courses attempted.
- Students who earn a grade of D or worse in a journalism course must retake the course until they have earned a C– or better.
- When courses, including journalism courses, are repeated, both grades are computed in the GPA; one course does not substitute for another.
- Before starting Journalism Residency, students must earn a grade of C+ or better in JOUR 201-1 Reporting & Writing, JOUR 201-2 Multimedia Storytelling, JOUR 202-0 Philosophy of Modern Journalism, JOUR 301-0 Journalism in Practice or JOUR 301-1 Journalism in Practice, JOUR 302-0 Media History: Power, Protest and Passion, JOUR 370-0 Media Law & Ethics and at least 2 300-level journalism courses outside the core requirement.
- Students may earn grades of D or worse in no more than one-fifth of the courses taken at Northwestern and offered for graduation.
- Students who do not meet the minimum GPA requirements are placed on academic probation. Continued poor performance will result in further academic disciplinary action, including academic probation, suspension, or dismissal.
- Medill undergraduates are required to take the following courses for letter grades (A, A–, B+, B, B–, C+, C, C–, D, F):
  - All distribution requirements
  - All journalism courses except Journalism Residency
  - Courses for the foreign language requirement
  - WCAS concentration courses
- Other courses may be taken pass/no credit (P/N) if that option is available. No more than 3 courses taken P/N may be counted toward the 45 units required for graduation (excluding Journalism Residency). Only 1 course per quarter may be taken P/N.

Academic Policies

Academic Warning, Probation, and Dismissal

The University’s policies about academic probation and dismissal are on the Academic Standing (https://catalogs.northwestern.edu/undergraduate/requirements-policies/student-status/academic-standing/) page. Medill adheres to these policies with the following exceptions and additions:
• A warning letter is sent by email when the student
  • Has a GPA below a C (2.0) for one quarter but a cumulative GPA
    above 2.5.
  • Receives a grade of D, F, W, X, or Y.
  • Merits probation for any reason during his or her first two
    quarters at Northwestern.
• Academic probation occurs when the student
  • Fails to maintain a C+ average (2.25) in journalism courses.
  • Receives a D or an F in a journalism course.
  • Fails to fulfill the journalism curriculum requirements.
  • Receives more than one grade of W, X, or Y in any one quarter.
  • Has earned consistently low grades over multiple quarters.
• Students receiving academic warning or probation must meet with
  their student life adviser and/or the Assistant Dean for journalism to
  develop a plan for improvement.
• Academic standing may affect a student’s eligibility to participate in
  any of Medill’s off-campus programming.

Medill Integrity Code
All Medill students are required to uphold the Medill Integrity Code,
which, among other things, requires adherence to principles of honesty,
fairness, and integrity in academic efforts and related professional media,
journalism, and marketing communications work, whether students are in
school, on an internship or a job, or acting as volunteers in a professional
or academic activity.

Academic Options

Accelerated Master’s Program
Students who exhibit exceptional ability in undergraduate work may apply
for early admission to the graduate journalism program. Candidates
apply during their final undergraduate year and are admitted on the basis of academic excellence and promise of success in journalism.
Interested students are encouraged to begin planning for this option early
in their undergraduate careers. Information and admission materials are
available from the Medill Office of Graduate Admissions and Financial
Aid.

Dual Bachelor’s Degree Program
Northwestern offers talented students the opportunity to earn in five
years both a BSJ from Medill and a BMus degree from the Bienen School
of Music. This dual bachelor’s degree program prepares exceptional
students for journalism careers emphasizing music and arts reporting.
Prospective students typically apply to this joint program when they
apply for undergraduate admission to Northwestern. For a detailed
description of the dual-degree program, see the Dual Bachelor’s Degrees
(https://catalogs.northwestern.edu/undergraduate/dual-bachelors-degrees/) page.

Integrated Marketing Communications Certificate Program
The Integrated Marketing Communications Certificate Program focuses
on effective marketing communications strategies, tactics, and tools for
an increasingly consumer-controlled environment. It prepares students
for entry-level marketing communications positions in such fields as
advertising, public relations, corporate communications, and direct,
database, e-commerce, and interactive marketing. Those who complete
the certificate are eligible to complete the graduate IMC program in four
quarters instead of five. See the Integrated Marketing Communications
Certificate (https://catalogs.northwestern.edu/undergraduate/
journalism-media-integrated-marketing-communications/integrated-
marketing-communications/integrated-marketing-communications-
certificate/) page and the Medill website for more information.

Bay Area Immersion Experience
At the new Northwestern educational space based in downtown San
Francisco and anchored by Medill and McCormick, students learn
from and contribute to the Bay Area’s entrepreneurial culture through a
customized immersion experience. Students who apply and are accepted
into the program take 4 courses that focus on experiential learning in,
and critical thinking about, areas such as design innovation, digital
communication, and the intersection of technology and culture.

Medill on the Hill Program
A select group of Medill students may study for one quarter in Medill’s
Washington, DC, news bureau. These students take 2 intensive journalism
electives and a political science course approved by Weinberg College.

Medill on the Hill is an interdisciplinary program that exposes students
to the challenging dynamics of Capitol Hill, public policy, political
organizations, think tanks, and federal agencies. It is best suited to
students interested in learning more about the political process and
covering important national and global issues from the nation’s capital in
a rigorous, web-driven reporting environment.

Internships, Field Studies, and Special Programs
Internship employment may be available to Medill students, particularly
during the summer. Many employers look to Medill for talented journalists
who can be introduced to their organizations through internships. The
school encourages these opportunities as a means of enriching students’
education but gives academic credit only for Journalism Residency.

Medill students also may seek internship or field study credit
through other schools at Northwestern. If these experiences involve
work in journalism (newspaper, magazine, radio, television), mass
communications, public relations, advertising, and/or direct marketing,
students should communicate with their student life adviser before
applying internship or field study credit to the 45 units required for the
BSJ degree.

ROTC Course Credits
ROTC course credits may be used as part of the 45 units required for
graduation. They are considered elective courses.

Early Graduation
Students who plan to graduate early must meet with Medill’s Office
of Student Life at least three quarters before the expected date of
graduation. These students also should check with the Office of the
Registrar to make sure they have fulfilled the Undergraduate Registration
Requirement (https://catalogs.northwestern.edu/undergraduate/
requirements-policies/undergraduate-registration-requirement/).

Advising
Each entering student is assigned a student life adviser. Advisers offer
support and guidance and are valuable sources of information regarding
courses and career goals.

Student life advisers help students make the most of their time at the
University. They assist students with a variety of issues, including course
planning, degree requirements, registration, study abroad, interschool
transfers, petitions to graduate, and resources within and outside Medill.
Medill Career Services helps students through career advising and employment services. It works with academic departments and individual faculty members, student services, employers, alumni, and other constituencies to enhance student and alumni career development.

Activities

Through student publications, student broadcast media, and professional organizations, Medill students have many journalism-related opportunities outside the classroom.

The Medill Undergraduate Advisory Council is composed of representatives from each class in Medill and serves as the link between the student body and the faculty and administration. The students serve as representatives for Medill, plan programming, and collaborate with Medill to improve the student experience.

Professional organizations that promote high standards among journalists maintain chapters on campus, including the Society of Professional Journalists, the Native American Journalists Association, the National Association of Black Journalists, the National Association of Hispanic Journalists, and the National Lesbian and Gay Journalists Association. Top scholars in the senior and graduate classes are initiated into Kappa Tau Alpha, the national journalism honor society.