

# Bachelor of Science in Journalism and Mass Communications

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Graduation requirements and regulations for every academic program are provided in this catalog; however, this catalog is for informational purposes only and does not constitute a contract. Degree and program requirements and course descriptions are subject to change.

In most cases, you will use the catalog of the year you entered KU (see your advisor (<http://www.advising.ku.edu/>) for details). Other years' catalogs (<https://catalog.ku.edu/archives/>)» (<http://www.ku.edu/academics/catalogs/>)

## Undergraduate Admission to the School of Journalism and Mass Communications

There are 2 paths for admission to the William Allen White School of Journalism and Mass Communications:

### Path 1: Direct admission from high school

Students will be considered for admission to the School of Journalism and Mass Communications directly out of high school if they are:

- Admitted to KU by assured admission **and**
  - 3.25 or higher high school GPA (no test score required/ regardless of test score submitted) **or**
  - 3.00 or higher high school GPA and 21 ACT/1060 SAT

The conditions above are minimum requirements. Students must first meet admission requirements for the University of Kansas. Visit the Office of Admissions (<http://admissions.ku.edu/>) for information about admission to KU. Visit the International Recruitment & Undergraduate Admissions (<http://irua.ku.edu/>) office for information about international admission. High school GPA is based on a 4.0 scale. Admission is competitive. If the school must set an admissions quota, students with the highest ACT (or SAT-I) scores and grade-point averages will be accepted.

### Path 2: Change of school admission

Transfer students and current KU students who do not declare journalism as their major prior to the first semester of the first year may apply for admission if they have:

- 2.5+ KU GPA (or 2.5+ transferable GPA if no KU GPA has been earned), **and**
- 2.5+ Journalism GPA\*, **and**
- C (2.0) or higher in **JMC 101**
  - \*Students with only JMC 101 can be admitted with a 2.0 Journalism GPA

Students applying with more than 60 hours of college credit (at KU, another institution, or a combination of both) should meet with a journalism advisor to determine their admission eligibility.

Admission is competitive. The number of students admitted each semester depends on the number graduating in the preceding semester and the school's overall capacity. The school uses a student's transfer

cumulative grade-point average if they do not have a KU cumulative grade-point average. The school does not combine transfer and KU cumulative grade-point averages.

**Admission requirements are subject to change.** A student's first semester of college is the first semester in which they enroll after high school graduation.

## Requirements for Good Standing

Students admitted to the school must do the following in order to remain in the school and in good standing:

- Maintain a 2.5 KU cumulative grade-point average and a 2.5 journalism grade-point average.
- If either or both GPAs drop below 2.5, students will be placed on probation for 1 semester. At the end of the probation semester, the School will re-evaluate the student's GPAs. If the student has not raised their GPAs to 2.5 or higher, the student will be dismissed from the School. The student may reapply once their GPAs are above 2.5. In extreme circumstances, the probation period may be extended to a second semester, if the student provides documentation of circumstances beyond the student's control. This decision is made at the discretion of the associate dean, in consultation with the advising office.

## General Degree Requirements

- One additional unit that satisfies Core 34: US Culture or Global Culture

\*note: This unit cannot be used to simultaneously satisfy another Core 34 learning outcome.

## Graduation Requirements

In addition to general degree requirements, the following graduation requirements must be met:

1. The candidate must have earned at least 120 hours of college credit. This is increased by the following: more than 60 credit hours of JMC, more than 4 credit hours of physical education activity, more than 4 credit hours of military science, and/or more than 75 credit hours from a community college. Courses numbered below 100 do not count toward completion of requirements.
2. The candidate must complete a minimum of 30 journalism and mass communications hours in residence. Only 18 transfer hours in JMC may be applied to the degree.
3. The candidate must have completed a minimum of 48 hours in journalism and mass communications, and at least 60 hours outside journalism and mass communications within the 120-hour total.
4. The candidate must have at least a 2.5 KU grade-point average overall and in all journalism and mass communications courses at KU.
5. The candidate must have earned at least 45 hours in upper-division courses, numbered 300 and above, including a 3 credit capstone course or equivalent, as determined by the School.
6. The candidate must complete area distribution requirements in one of two ways:
  - a. an 18-hour minor outside journalism and mass communications or
  - b. a second degree outside journalism and mass communications.
7. The candidate must have met all requirements of the school. Transfer students must have met the equivalent of those requirements, as outlined above.

8. The candidate must apply to graduate early in their final semester.
9. The candidate must complete a minimum of 30 hours in residence.

**The primary responsibility for meeting graduation requirements rests with the student. Some graduation requirements are subject to change.**

Consult your academic advisor or the Assistant Dean for Student Services for current information.

## Two Undergraduate Degrees

A student who has earned a B.A. or B.S. degree and wishes to earn a second undergraduate degree in journalism and mass communications is expected to meet the school's requirements for area distribution, general degree, and journalism and to complete a minimum of 60 hours outside journalism and mass communications. A candidate for a second undergraduate degree must have earned a minimum grade-point average of 2.5 in previous college work to be considered for admission to the school. A student must complete a minimum of 30 credit hours in residence.

## Course Requirements for Journalism and Mass Communications Majors

To earn the Bachelor of Science degree in Journalism and Mass Communications, students must complete a minimum required total of 48 hours in journalism and mass communications courses. Twenty-two credit hours form the journalism and mass communications core and are taken by all students. Each student must also complete 15 credit hours for the Multimedia Journalism and Digital Marketing Communications, Advertising & Public Relations concentrations, or 18 credit hours for the Sports Media & Society and Media Arts & Production concentrations. Students must complete an approved KU Capstone. Students also take journalism electives, three hours of which must fulfill the journalism diversity requirement (satisfied by JMC 201, 534, 590 or 613).

Please note that several JMC courses require a C (2.0) or better to progress in the curriculum and/or fulfill the degree requirement. Students should pay close attention to course descriptions for these details.

Code	Title	Hours
<b>Core 34 General Education</b>		<b>34</b>
<b>JMC general degree requirement</b>		<b>3</b>
One additional unit that satisfies Core 34: US Culture or Global Culture		
<b>Journalism and Mass Communications Major</b>		<b>48</b>
Foundation Core <sup>1</sup>		
JMC 101	Media and Society *	
JMC 104	Words at Work: Writing Essentials	
JMC 300	Visual Storytelling	
JMC 302	Information Exploration	
JMC 304	Media Writing for Audiences	
or JMC 305	Writing for Media, Honors	
JMC 309	Data Storytelling	
Upper-Level Core		
JMC 408	Media Law and Ethics	
Tech Tools		
JMC 211, 212, 213, 214, 215 (2 courses; 1 credit hour each)		
Concentration		

Students must complete a concentration in Digital Marketing Communications, Advertising & Public Relations (15 hrs), Media Arts & Production (18 hrs), Multimedia Journalism (15 hrs) or Sports Media & Society (18 hrs).

### Capstone

Capstones are embedded in each concentration and are specific to that concentration.

### JMC Electives

JMC 201, 534, 590, 613 (JMC Diversity course, choose 1)

JMC electives (5-8 hrs, based on JMC concentration)

<b>Area distribution requirement</b>	<b>18</b>
Minimum of an 18-hour minor outside JMC or a second degree outside JMC	
<b>Overall Elective Hours</b>	<b>17</b>
Overall elective hours will vary to reach 120 total hours.	
<b>Total Hours</b>	<b>120</b>

<sup>1</sup> Completion of JMC 101 with a grade of C (2.0) or higher is a prerequisite for JMC 300, JMC 304, JMC 305, JMC 309, and JMC 408. Additional prerequisites may apply. Admission to the School of Journalism and Mass Communications is a prerequisite for JMC 304, JMC 305, and JMC 309.

\* This course is a Required major course and is also part of Core 34: Systemwide General Education. If this course is not taken to fulfill the Core 34:SGE requirement, it must be taken in place of elective hours.

## Digital Marketing Communications, Advertising and Public Relations

Students in **Digital Marketing Communications, Advertising and Public Relations** are required to complete 15 hours of coursework in addition to the School's foundation core, upper-level core and electives, for a total of 48 JMC hours.

**Concentration Requirements** (Note: Students receive a BS in Journalism & Mass Communications with a Concentration in Digital Marketing Communications, Advertising and Public Relations)

Requirements for the Digital Marketing Communications, Advertising and Public Relations Concentration within the School of Journalism & Mass Communications include a minimum of 15 credit hours of coursework as follows:

Code	Title	Hours
<b>Required Courses <sup>1</sup></b>		
JMC 320	Introduction to Digital Marketing Communications, Advertising and Public Relations	3
JMC 420	Advanced Digital Marketing Communications, Advertising and Public Relations	3
JMC 460	Research Methods in Digital Marketing Communications, Advertising and Public Relations	3
JMC 560	Message Development in Digital Marketing Communications, Advertising and Public Relations	3
<b>Capstone Course</b>		
JMC 640	Campaigns in Digital Marketing Communications, Advertising and Public Relations <sup>2</sup>	3

<sup>1</sup> JMC 320, 420, 460, 560 and 640 must be completed with a grade of C (2.0) or higher.

<sup>2</sup> Students must be in good academic standing to take JMC 640.

## Media Arts & Production

Students in **Media Arts & Production** are required to complete 18 hours of coursework in addition to the School's foundation core, upper-level core and electives, for a total of 48 JMC hours.

**Concentration Requirements** (Note: Students receive a BS in Journalism & Mass Communications with a Concentration in Media Arts & Production)

Requirements for the Media Arts & Production Concentration within the School of Journalism & Mass Communications include a minimum of 18 credit hours of coursework as follows:

Code	Title	Hours
<b>Required Courses <sup>1</sup></b>		
JMC 260	Agency: Introduction	3
JMC 340	Creative Concepting	3
JMC 345	Audience Experience	3
<b>Advanced Elective: Choose one <sup>2</sup></b>		
JMC 440	Creative Video Producing/Directing	3
JMC 445	Creative Audio Production and Podcasting	3
<b>Advanced Elective: At least 3 hours from the list below</b>		
JMC 341	Applied Video Editing	1
JMC 342	Applied Graphic Design	1
JMC 440	Creative Video Producing/Directing	3
JMC 445	Creative Audio Production and Podcasting	3
JMC 450	Project Management	1
JMC 545	Magazine Publishing	3
JMC 570	Content Creation & Website Management	3
JMC 595	Gamification	3
JMC 610	Advanced Visual Media	3
JMC 612	Visual Design and Production	3
JMC 625	Digital Media Tools-Advanced Media	3
JMC 636	Documentary-Advanced Media/Capstone	3
JMC 670	Intellectual Property in Practice	3
JMC 695	Critical Issues in Emerging Media	3
<b>Capstone Course</b>		
JMC 645	Media Arts Capstone <sup>3</sup>	3

Students must be in good academic standing to take JMC 645.

<sup>1</sup> JMC 340, 345, 440, 445, 645 and several other MA&P Advanced Electives must be completed with a grade of C (2.0) or higher.

<sup>2</sup> Must take either JMC 440 or 445. If both courses are completed, the second will count as the additional MA&P Advanced Elective.

<sup>3</sup> Students must be in good academic standing to take JMC 645.

## Multimedia Journalism

Students in **Multimedia Journalism** are required to complete 15 hours of coursework in addition to the School's foundation core, upper-level core and electives, for a total of 48 JMC hours.

**Concentration Requirements** (Note: Students receive a BS in Journalism & Mass Communications with a Concentration in Multimedia Journalism)

Requirements for the Multimedia Journalism Concentration within the School of Journalism & Mass Communications include a minimum of 15 credit hours of coursework as follows:

Code	Title	Hours
<b>Required Courses <sup>1</sup></b>		
JMC 415	Multimedia Reporting	3
JMC 419	Multimedia Editing	3
<b>Choose one:</b>		
JMC 551	Advanced Multimedia Reporting	3
JMC 552	Broadcast Reporting	3
JMC 553	Advanced Editing and Production	3
<b>Advanced Media Lab: Choose one <sup>2, 3</sup></b>		
JMC 620	TV News-Advanced Media	3
JMC 625	Digital Media Tools-Advanced Media	3
JMC 626	Multimedia Sports Journalism-Advanced Media	3
JMC 630	Depth Reporting-Advanced Media/Capstone	3
JMC 635	Statehouse Reporting-Advanced Media/Capstone	3
JMC 636	Documentary-Advanced Media/Capstone	3
JMC 650	Magazine Writing-Advanced Media	3
JMC 660	Professional Capstone - Advanced Media/Capstone	3
JMC 691	Community Journalism-Advanced Media/Capstone	3
JMC 699	Reporting and Editing for Multimedia-Advanced Media	3
<b>Capstone Course: Choose one <sup>2, 3</sup></b>		
JMC 630	Depth Reporting-Advanced Media/Capstone	3
JMC 635	Statehouse Reporting-Advanced Media/Capstone	3
JMC 636	Documentary-Advanced Media/Capstone	3
JMC 660	Professional Capstone - Advanced Media/Capstone	3
JMC 691	Community Journalism-Advanced Media/Capstone	3

<sup>1</sup> JMC 415, 419, 551, 552, 553, all advanced media labs and all multimedia journalism capstones must be completed with a grade of C (2.0) or higher.

<sup>2</sup> A student must obtain permission to take an advanced media lab and multimedia journalism capstone in the same semester. Permission must be granted by both course instructors and the multimedia journalism concentration chair.

<sup>3</sup> Students must be in good academic standing to take any advanced media lab and/or multimedia journalism capstone.

## Sports Media & Society

Students in **Sports Media & Society** are required to complete 18 hours of coursework in addition to the School's foundation core, upper-level core and electives, for a total of 48 JMC hours.

**Concentration Requirements** (Note: Students receive a BS in Journalism & Mass Communications with a Concentration in Sports Media & Society)

Requirements for the Sports Media & Society Concentration within the School of Journalism & Mass Communications include a minimum of 18 credit hours of coursework as follows:

Code	Title	Hours
<b>Required Course</b> <sup>1</sup>		
JMC 330	Sports Media in the 21st Century	3
<b>Foundational Storytelling: Choose one</b>		
JMC 320	Introduction to Digital Marketing Communications, Advertising and Public Relations	3
JMC 345	Audience Experience	3
JMC 415	Multimedia Reporting	3
<b>Foundational Storytelling Skills: Choose one</b>		
JMC 418	Writing for Sports Marketing Communication	3
JMC 419	Multimedia Editing	3
<b>Advanced Storytelling: Choose one</b>		
JMC 430	Communicating Sports Information	3
JMC 551	Advanced Multimedia Reporting	3
JMC 552	Broadcast Reporting	3
JMC 553	Advanced Editing and Production	3
<b>Advanced Production: Choose one</b>		
JMC 575	Sports Message Strategies	3
JMC 620	TV News-Advanced Media	3
JMC 625	Digital Media Tools-Advanced Media	3
JMC 626	Multimedia Sports Journalism-Advanced Media	3
JMC 630	Depth Reporting-Advanced Media/Capstone	3
JMC 650	Magazine Writing-Advanced Media	3
JMC 660	Professional Capstone - Advanced Media/ Capstone	3
JMC 691	Community Journalism-Advanced Media/Capstone	3
JMC 699	Reporting and Editing for Multimedia-Advanced Media	3
<b>Capstone Course: Choose one</b> <sup>2</sup>		
JMC 675	Cultivating Sports Audiences Capstone	3
JMC 692	Sports on the Beat Capstone	3

<sup>1</sup> All courses applied to the Sports Media and Society concentration must be completed with a grade of C (2.0) or higher.

<sup>2</sup> Students must be in good academic standing to take JMC 675 or JMC 692.

Sample 4-year plans for the Bachelor of Science in Journalism and Mass Communications with the following concentrations can be found here: concentration in Digital Marketing Comms, Advertising, & Public Relations (<https://catalog.ku.edu/journalism-mass-communications/bs/digital-marketing-comms-advertising-public-relations-conc/>), concentration in Media Arts & Production (<https://catalog.ku.edu/journalism-mass-communications/bs/media-arts-production-conc/>), concentration in Multimedia Journalism (<https://catalog.ku.edu/journalism-mass-communications/bs/multimedia-journalism-conc/>), concentration in Sports Media & Society (<https://catalog.ku.edu/journalism-mass-communications/bs/sports-media-society-conc/>) or by using the left-side navigation.

At the completion of this program, students will be able to:

- Employ critical and creative thinking in the practices of journalism, mass communications and related disciplines.

- Reflect the value of diverse societies and diverse workplaces in telling stories.
- Understand the value of freedom of expression and its importance in society.
- Use theoretical and practical skills in the application of ethical storytelling.
- Understand and use emerging media technologies and their impact on society.
- Incorporate research techniques for analysis, interpretation and reporting.
- Understand the functions of communications organizations, the economic and management issues they face, and how media decisions affect individuals and society.