Master of Science in Journalism

Graduation requirements and regulations for every academic program are provided in this catalog. Degree 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 for details). Other years’ catalogs (http://catalog.ku.edu/archives).

Graduate Admission

Admission is based primarily on the student’s undergraduate record, references, and results of the Graduate Record Examination. Applicants who have baccalaureate degrees in journalism, as well as those with no academic or professional background in journalism, are eligible to apply for the Mass Communication Program on the Lawrence Campus or the Integrated Marketing Communications (IMC) course of study on the KU Edwards Campus (http://edwardscampus.ku.edu).

Applicants for the Integrated Marketing Communications (IMC) course of study are also evaluated on their professional experience and must have a minimum of 2 years of full-time professional employment in marketing communications or media-related fields.

Applications

Application Deadlines

Students may enter the Mass Communication and Integrated Marketing Communications programs in fall or spring semesters. The Mass Communication program is geared for a fall start, so IMC students entering in the spring semester will probably need 5 semesters to complete the degree. The School has a “rolling admission process.” The priority application deadline for the fall, which begins in August, is the preceding February 1. (Applicants to the Integrated Marketing Communications program may apply for fall admission by the deadline of June 1.) The priority application deadline for the spring, which begins in January, is the preceding November 1.

Application Materials

Applications can be considered only after these items have been submitted:

1. A completed online graduate application (http://wwwgraduate.ku.edu).
2. An official transcript of all college-level courses from each college or university attended.
3. Scores on the Graduate Record Examination (GRE). For more information, go to www.GRE.com (http://www.gre.com). Applicants for the Integrated Marketing Communications course of study may submit the Graduate Management Admission Test (GMAT). Tests must have been taken within the last 5 years. GRE Score targets are 158 on the Verbal section, 136 on the Quantitative section and 4.5 on the Analytical Writing section. The school code is 6871 and the major code is 4503.
4. Three letters of reference from persons familiar with the applicant’s abilities. At least one academic reference is preferred and required for those who graduated within the past five years.
5. A written, 500-word statement of the applicant’s academic and professional objectives.
6. A current résumé.
7. Applicants for the Integrated Marketing Communications course of study also must include three samples of professional work that reflect the applicant’s years of experience.
8. Nonrefundable application fee payable online to the University of Kansas.
9. International students whose native language is not English also must submit Test of English as a Foreign Language examination scores or International English Language Testing System examination scores.
10. International students must submit proof that they have the financial resources to cover annual expenses.

Submit your graduate application online (http://wwwgraduate.ku.edu). Applicants to Mass Communication and the M.S. in journalism/J.D. program should send all test scores and official transcripts of all college and university course work to the school:

The University of Kansas School of Journalism and Mass Communications
Graduate Advisor
Stauffer-Flint Hall
1435 Jayhawk Blvd., Room 115
Lawrence, KS 66045-7515

Applicants to the Integrated Marketing Communications course of study may send their test scores and official transcripts of all college and university course work to the KU Edwards Campus program:

The University of Kansas Edwards Campus
Integrated Marketing Communications graduate program
Attn: Kelly Crane, Education Program Manager
12600 Quivira Road
Overland Park, KS 66213-2402

M.S. in Journalism

The Journalism School offers three M.S. options: Mass Communications (Lawrence campus), Integrated Marketing Communications (p. 2) (KU Edwards Campus in Overland Park), and the Joint M.S.-J.D. degree.

Mass Communications

This track is focused on deeper, theoretical understanding of the professions of the media. Students with an interest in professional performance may take 2 courses in which they design 1 or more professional projects. To earn the degree, a student must complete 37 graduate credit hours with at least a B (3.0) average. Each student must complete and pass a general examination of the thesis. The thesis defense constitutes the final general examination.

Major Components of 37-Hour Requirement

The student entering the program takes

• 19 hours in core courses in First Amendment, Finance and Leadership, Mass Media, and Mass Communications and Methodology, including statistics.
• 6 hours in JOUR 840 seminars.
• 6 hours in a concentration (such as Sports Management, Health Communications, or Communication Studies) either inside or outside the school. The student may elect to design and produce 1 or 2 professional projects (such as a series of in-depth news stories or media business cases) as a concentration.
• 1 additional 3-hour elective.

The student also completes an acceptable project/thesis (JOUR 899) for 3 hours.

**Core Course Requirements**

The core graduate courses help students develop strong research and critical-thinking skills. 6 courses and 1 lab are required:

- EPSY 710 Introduction to Statistical Analysis 3
- EPSY 711 Lab for Introduction to Statistical Analysis 1
- JOUR 801 Research I: Theory 3
- JOUR 802 Research II: Methods 3
- JOUR 803 Survey of Mass Media and Popular Culture 3
- JOUR 818 Advanced Studies in First Amendment 3
- JOUR 828 Financial Fundamentals for Communicators 3

**Concentration/Professional Skills Requirements**

The student develops an area of concentration of 6 hours either inside the Journalism School or in another school or department with the consent of the student’s advisor and the Associate Dean for Graduate Studies (ADGS), for example, 2 courses in sports management, or communication studies and psychology.

Alternatively, the student may enroll in JOUR 851 and JOUR 852 (Professional Skills). The student develops and produces a master’s-level professionally based project or projects with the approval of the advisor and ADGS. The projects help the student expand and advance professional skills.

For example, one of the following: 6

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSES 828</td>
<td>Sport Finance</td>
<td>3</td>
</tr>
<tr>
<td>&amp; HSES 840</td>
<td>and Organizational Behavior in Sport</td>
<td></td>
</tr>
<tr>
<td>JOUR 720</td>
<td>Military and the Media</td>
<td>3</td>
</tr>
<tr>
<td>&amp; JOUR 503</td>
<td>and History of Journalism and Mass Communication</td>
<td></td>
</tr>
<tr>
<td>JOUR 851</td>
<td>Professional Skills I</td>
<td>3</td>
</tr>
<tr>
<td>&amp; JOUR 852</td>
<td>and Professional Skills II</td>
<td></td>
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</tbody>
</table>

**Advanced Course Requirements**

The student completes 2 JOUR 840 seminars, 1 graduate-level elective, and an acceptable project/thesis:

- JOUR 840 Seminar in: _____ 3
- JOUR 840 Seminar in: _____ 3
- JOUR 899 Master’s Project/Thesis 3
- Elective 3

**Enrollment Requirements after Completing Course Requirements**

There is no requirement for continuous enrollment after courses are completed and prior to completing the thesis. Students must be enrolled in at least 1 hour of credit in the semester in which they graduate.

A student must complete the M.S.J. degree within 7 years of admission.

**Integrated Marketing Communications (IMC)**

The Integrated Marketing Communications (http://edwardscampus.ku.edu/prospective/graduate/marketing.shtml) course of study is offered on the KU Edwards Campus (http://edwardscampus.ku.edu), 12600 Quivira Rd., Overland Park, KS 66213, 913-897-8416.

**Course Requirements**

A student must complete 36 hours of credit with at least a B (3.0) average. A student takes 12 hours of core courses and 24 hours of professional courses. A student must complete the master’s degree program within 7 years of admission.

**Core Course Requirements (12)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 820</td>
<td>Marketing Fundamentals for Communicators</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 828</td>
<td>Financial Fundamentals for Communicators</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 829</td>
<td>Marketing Communications Research (prerequisite: JOUR 820 or permission of instructor)</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 850</td>
<td>Capstone in Marketing Communications (Prerequisites: JOUR 820, JOUR 828, JOUR 829 and 30 hours toward the degree, or with permission of instructor)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Professional Course Requirements**

Those who hold the master’s degree from KU are expected to be able to perform professional tasks. Students therefore must complete a minimum of 24 credit hours of professionally oriented courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>JOUR 819</td>
<td>Writing for Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 821</td>
<td>Integrated Marketing Communications and Sales Strategies</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 822</td>
<td>Database Development and Management</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 823</td>
<td>Branding in Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 824</td>
<td>Creative Process</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 825</td>
<td>Relationship Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 826</td>
<td>Innovation in Management of Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 827</td>
<td>Marketing Ethics</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 831</td>
<td>Technologies in Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 832</td>
<td>Leadership and Management in Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 833</td>
<td>Social Media and Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 834</td>
<td>International and Multicultural Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 840</td>
<td>Seminar in: _____</td>
<td>3</td>
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**General Examination**

Each student must pass an oral examination of the thesis, which constitutes the final general examination. That examination must cover the totality of the student’s master’s experience. The examination will be given and evaluated by a committee of 3 graduate faculty members who serve on the student’s thesis committee.
Outside Courses
A student may take up to 6 credit hours outside the school. Any student who wants to take an elective course outside the school must have permission from the instructor of the course, the school offering the course, and the graduate director of the journalism school prior to enrolling in the course. The student should be prepared to indicate how the course contributes to the master’s program. Submission of a course description or syllabus from the course may be required for approval.

Final General Examination
Each student must pass a final general examination before graduating. This examination is part of the capstone course. The examination occurs during the oral presentation before the client and faculty.

Joint M.S.J.-J.D.
The joint M.S. in journalism and J.D. degree program combines into approximately 3½ years of full-time study the Master of Science in journalism and the Juris Doctor (http://catalog.ku.edu/law) programs offered by the School of Journalism and Mass Communications and the KU School of Law. The joint degree program offers students academic grounding in both disciplines to prepare them for the professional practice of journalism, law, or media law.

For more information, please contact:
University of Kansas
Associate Dean of Graduate Studies and Faculty Development
William Allen White School of Journalism and Mass Communications
(http://www.journalism.ku.edu)
Stauffer-Flint Hall
1435 Jayhawk Blvd.
Lawrence, KS 66045-7515
reinardy@ku.edu (twvolek@ku.edu)

You may also contact:
University of Kansas School of Law (http://www.law.ku.edu)
Green Hall
1535 W. 15th St.
Lawrence, KS 66045-7540
785-864-4550
admitlaw@ku.edu