

Bachelor of Science in Journalism and Mass Communications

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 (<http://www.advising.ku.edu/>) for details). Other years' catalogs» (<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

- 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

- Complete or are enrolled in 24 or more credit hours (either at KU or another institution) with grade-point averages of 2.5 or higher **and**
- Complete or are enrolled in JMC 101 Media and Society the semester of application **and**
- Earn a C or higher in JMC 101 (if applying while enrolled in JMC 101, admission is rescinded if a C or higher is not earned)
 - Students who have completed journalism courses beyond JMC 101 with less than a 2.5 Journalism GPA will be considered on a case-by-case basis.
- Current KU students must apply to the J-School by the following deadlines:
 - Summer or fall admission: **February 15**
 - Fall admission: **July 15**
 - Spring admission: **September 15**

Students applying with more than 60 hours of college credit (at KU, another institution, or a combination of both) must 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:

- Complete JMC 101 Media and Society with a grade of 2.0 or higher.
- 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 advising office 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

In addition to the KU Core requirements are the following general degree requirements:

- One additional unit that satisfies a Goal 4 learning outcome of the KU Core.

*note: This unit cannot be used to simultaneously satisfy another KU Core 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. Courses below the 100-level (like MATH 2), more than 48 hours of journalism, more than 4 hours of physical education activities, or more than 4 hours of military science are not included in the 120 hours required to graduate. Only 12 transfer hours in journalism may be counted toward the 120 hours needed for graduation. A maximum of 64 hours may be transferred from a community college.
2. The candidate must have completed a minimum of 48 hours in journalism and at least 72 hours outside journalism within the 120-hour total. Students admitted to KU fall 2016 through summer 2020 must complete a minimum of 42 hours in journalism courses. Students admitted to KU fall 2012 through summer 2016 must complete a minimum of 40 hours in journalism courses. Students admitted to KU before fall 2012 must complete a minimum of 33 hours in journalism courses.

3. The candidate must have at least a 2.5 KU grade-point average overall and in all journalism courses at KU.
4. The candidate must have earned at least 45 hours in upper-division courses, numbered 300 and above.
5. The candidate must complete area distribution requirements in one of two ways:
 - a. an 18-hour minor outside journalism or
 - b. a second degree outside journalism.
6. The candidate must have met all requirements of the school. Transfer students must have met the equivalent of those requirements, as outlined above.
7. The candidate must apply to graduate early in their final semester.
8. The candidate must complete a minimum of 30 hours in residence after being admitted to the school.

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

Consult the Journalism Student Services office 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 is expected to meet the school's requirements for area distribution, general degree, foreign language, and journalism and to complete a minimum of 72 hours outside journalism. 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 after admission to the school. Admission is competitive.

Course Requirements for Journalism 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 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 or Strategic Communication concentration, or 18 credit hours for the Media Arts & Production concentration. Students also take journalism electives, three of which should 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
Foundation Core ¹		
JMC 101	Media and Society	3
JMC 104	Words at Work: Writing Essentials	3
JMC 300	Visual Storytelling	2
JMC 302	Information Exploration	3
JMC 304	Media Writing for Audiences	3
JMC 309	Data Storytelling	3
JMC 211-220 (2 courses; 1 credit hour each)		2

Upper-Level Core

JMC 408	Media Law and Ethics	3
Electives		
JMC diversity course (201, 534, 590 or 613)		3
JMC electives		8

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

After completing the foundation core, the student selects a concentration, **Media Arts & Production, Multimedia Journalism or Strategic Communication.**

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
Required Courses (9 hrs)		
JMC 260	Agency: Introduction	3
JMC 340	Creative Concepting	3
JMC 345	Audience Experience	3
Advanced Electives (6 hrs)		
JMC 410	Media Photography	3
JMC 440	Creative Video Production	3
JMC 445	Scripting for Video & Audio	3
JMC 450	Project Management	3
JMC 544	Gamification	3
JMC 545	Magazine Publishing	3
JMC 610	Advanced Visual Media	3
JMC 612	Visual Design and Production	3
JMC 625	Digital Media Tools-Advanced Media	3
Capstone course (3 hrs)		
JMC 636	Documentary-Advanced Media/Capstone	3
JMC 645	Creative Production	3
JMC 680	Capstone Video	3

JMC 681	Capstone Audio	3
JMC 690	Media Innovation-Advanced Media/Capstone	3

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
Required Courses (6 hrs)		
JMC 415	Multimedia Reporting	3
JMC 419	Multimedia Editing	3
Choose one of the following (3 hrs)		
JMC 551	Advanced Multimedia Reporting	3
JMC 552	Broadcast Reporting	3
JMC 553	Advanced Editing and Production	3
Choose one course designated as an Advanced Media (3 hrs)		
JMC 620	TV News-Advanced Media	3
JMC 621	Data Reporting and Visualization-Advanced Media	3
JMC 625	Digital Media Tools-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 Journalism-Advanced Media	3
JMC 660	TV News II - Advanced Media/Capstone	3
JMC 690	Media Innovation-Advanced Media/Capstone	3
JMC 691	Community Journalism-Advanced Media/Capstone	3
JMC 699	Reporting and Editing for Multimedia-Advanced Media	3
Choose one course designated as a Capstone (3 hrs)		
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	TV News II - Advanced Media/Capstone	3
JMC 690	Media Innovation-Advanced Media/Capstone	3
JMC 691	Community Journalism-Advanced Media/Capstone	3

Note: A student may take either one advanced media or one capstone course per semester. The advanced media and capstone cannot be taken concurrently. Students must be in good academic standing to take an advanced media and/or capstone.

Strategic Communication

Students in **Strategic Communication** 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 Strategic Communication)

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

Code	Title	Hours
JMC 320	Stratcom I: Introduction to Strategic Communication	3
JMC 420	Stratcom II: Principles of Advertising and Public Relations	3
JMC 460	Research Methods in Strategic Communication	3
JMC 560	Message Development	3
JMC 640	Strategic Campaigns	3

To enroll in JMC 640, a student must be in good academic standing and must have successfully completed JMC 320, 420, 460 and 560.

B.S.J. Sample 4-Year Graduation Plan Bachelor of Science in Journalism and Mass Communications

120 hours are required to graduate.

Year 1			
Fall	Hours	Spring	Hours
JMC 101		3 JMC 300	2
JMC 104		3 JMC 211-220 (one course)	1
KU Core GE 1.2		3 JMC 302	3
KU Core GE 3H		3 KU Core GE2.2	3
Elective		3 KU Core GE3N	3
		Elective	3
	15		15
Year 2			
Fall	Hours	Spring	Hours
JMC 304		3 JMC concentration requirement	3
JMC 309		3 JMC elective	3
KU Core AE4.1		3 KU Core AE4.2	3
Minor course		3 Minor course	3
Elective		3 Elective	3
	15		15
Year 3			
Fall	Hours	Spring	Hours
JMC concentration requirement		3 JMC concentration requirement	3
JMC diversity course		3 JMC elective	2
Minor course		3 JMC 211-220 (one course)	1
KU Core AE4.1 or 4.2 (add'l jour gen ed req)		3 Minor course	3
Elective		3 Elective	3
		Elective	3
	15		15

Year 4

Fall	Hours Spring	Hours
JMC 408	3 JMC concentration requirement	3
JMC concentration requirement	3 JMC elective	3
KU Core AE6	3 Minor course	3
Minor course	3 Elective	3
Elective	3 Elective	3
	15	15
<hr/>		
Total Hours	120	