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/) are available.

Graduate Admission

Admission is based primarily on the student’s undergraduate education, references, and writing samples. 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 Communications Program on the Lawrence Campus or the Integrated Marketing Communications (IMC) program (http://edwardscampus.ku.edu/overview-masters-integrated-marketing-communications/) 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.

Applications

Application Deadlines

The School has a "rolling admission process." Students may enter the Mass Communications program in fall or spring semesters. Students interested in Graduate Teaching Assistant positions, scholarships and awards should apply by January 1.

Students may enter the Integrated Marketing Communications program year-round; fall, spring, or summer. 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. The priority application deadline for the summer, which begins in June, is the preceding February 1.

Application Materials

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

1. A completed online graduate application (http://www.graduate.ku.edu/ku-graduate-application?).
2. An official transcript of all college-level courses from each college or university attended.
3. 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.
4. A written, 250-word statement of the applicant’s academic and professional objectives.
5. A current résumé.
6. Applicants for the Mass Communications program must include two writing samples.
7. Applicants for the Integrated Marketing Communications course of study 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. Students whose native language is not English must follow the policy for English Proficiency Requirements for Admission to Graduate Study. (http://policy.ku.edu/graduate-studies/english-proficiency-international-students?um1.5/)
10. International students must submit proof that they have the financial resources to cover annual expenses.

Submit your graduate application online (http://www.graduate.ku.edu/ku-graduate-application?). Applicants to Mass Communications and the M.S. in journalism/J.D. program should send official transcripts of all college and university course work to Graduate Admissions (graduateadm@ku.edu) or to the school:

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

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

The University of Kansas Edwards Campus
School of Journalism and Mass Communications
Integrated Marketing Communications
Attn: Graduate Program
12600 Quivira Road
Overland Park, KS 66213

M.S. in Journalism

The Journalism School offers four M.S. options: Mass Communications (Lawrence campus), Digital Content Strategy (Online), 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

- 16 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. 4 courses and 1 lab are required:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPSY 710</td>
<td>Introduction to Statistical Analysis</td>
<td>3</td>
</tr>
<tr>
<td>EPSY 711</td>
<td>Lab for Introduction to Statistical Analysis</td>
<td>1</td>
</tr>
<tr>
<td>JOUR 801</td>
<td>Media Communication Theories</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 802</td>
<td>Media Communication Methods</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 803</td>
<td>Research in Action</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 851</td>
<td>Professional Skills I</td>
</tr>
<tr>
<td>JOUR 852</td>
<td>Professional Skills II</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 840</td>
<td>Seminar in: _____</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 840</td>
<td>Seminar in: _____</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 899</td>
<td>Master’s Project/Thesis</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

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.

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. For more information contact mtidwell@ku.edu and www.imc.ku.edu (http://www.imc.ku.edu).

Course Requirements
A student must complete 30 hours of credit with at least a B (3.0) average. A student takes 12 hours of core courses and 18 hours of professional courses. A student must complete the master’s degree program within 7 years of admission.

<table>
<thead>
<tr>
<th>Code</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 18 credit hours of professionally oriented courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</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>
</tbody>
</table>
opportunities in digital content strategy, and lays the foundation for further program work, including work on a possible capstone project. All students must take this course.

- After completing the introductory course, students take courses in the social media sequence, the data communication sequence, or both. All courses are eight weeks.
- After completing both certificates, students enroll in Information Insight II, an eight-week summer course in which they complete a capstone project.

### Code Title Hours
- JOUR 860 Information Insight I 3
- JOUR 861 Data Collection I 3
- JOUR 862 Data Collection II 3
- JOUR 863 Data Analysis 3
- JOUR 864 Data Visualization and Presentation 3
- JOUR 865 Analyzing Audiences 3
- JOUR 866 Social Media Strategy 3
- JOUR 867 Social Media Metrics 3
- JOUR 868 Information in Context 3
- JOUR 869 Information Insight II 3

### Joint M.S.J.-J.D.

The joint M.S. in journalism and J.D. degree program combines into approximately 3 1/2 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

Assistant Dean Matt Tidwell (mtidwell@ku.edu)
and Graduate Advisor Jammie Johnson (jamjohn@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