



**KENTUCKY STATE UNIVERSITY**

# BACHELOR OF ARTS IN MASS COMMUNICATION AND JOURNALISM, PUBLIC RELATIONS TRACK

Course	Title	Hours
<b>Year 1</b>		
<b>Term 1 (Fall)</b>		
KSU 118	Intro. to University Learning	3
ENG 101	English Comp I	3
COM 103	Interpersonal Communication	3
JOU 210	Intro to Mass Communication	3
Select one General Education Arts Course		3
ART 130	Introduction to Art	
MUS 130	Introduction to Music	
THE 130	Introduction to Theatre	
ENG 211	Intro to Literature	
<b>Hours</b>		<b>15</b>
<b>Term 2 (Spring)</b>		
JOU 204	Journalism	3
ENG 102	English Comp II	3
MAT 111 or MAT 115	Acceler. Contemp. Mathematics or College Algebra	3
Select one General Education Humanities Course		3
EDU 204	Cultural Responsiveness	
BUA 120	Business and Society	
HIS 103	Western Civilization	
HIS 108	Intro to African American Hist	
Select one General Education Behavioral Science Course		3
FIN 101	Financial Literacy	
ECO 201	Prin of Economics I	
PSY 200	General Psychology	
SOC 203	Principles of Sociology	
<b>Hours</b>		<b>15</b>
<b>Year 2</b>		
<b>Term 3 (Fall)</b>		
JOU 322	Intro Digital Photojournalism	3
JOU 366	Public Relations Seminar	3
Select one General Education Humanities Course		3
EDU 204	Cultural Responsiveness	
BUA 120	Business and Society	
HIS 103	Western Civilization	
HIS 108	Intro to African American Hist	
Select one General Education Natural Science Course		3
BIO 101	Life Science	
CHE 109	Chemistry in Context	
BIO 111	Principles of Biology	
CHE 101 & CHE 110	General Chemistry I and General Chem I Laboratory	
CHE 209	Survey Gen/Organic/Biochemi	

PHS 201	Physical Sciences I	
Select one General Education Social Science Course		3
FIN 101	Financial Literacy	
ECO 201	Prin of Economics I	
PSY 200	General Psychology	
SOC 203	Principles of Sociology	
<b>Hours</b>		<b>15</b>
<b>Term 4 (Spring)</b>		
JOU 365	Adv Public Affairs Reporting	3
JOU 364	Desktop/Web Publishing	3
Select ONE JOU/COM Advised Elective		3
JOU 201	Media Literacy	
JOU 202	Multimedia Journalism	
JOU 205	Intro to Sports Communication	
JOU 206	Audio Production	
JOU 215	Mass Communication and Society	
JOU 250	Race/Class/Gender in the Media	
JOU 251	Evolution of Journalism	
JOU 252	African American Media	
JOU 253	The Media in Film	
JOU 305	Communication Law/Ethics	
JOU 361	Journalism II	
JOU 372	Television/Radio Production II	
JOU 402	Student Media Workshop II	
JOU 422	Adv Digital Photojournalism	
JOU 425	Communication Research Methods	
Select one General Education Behavioral Science Course		3
FIN 101	Financial Literacy	
ECO 201	Prin of Economics I	
PSY 200	General Psychology	
SOC 203	Principles of Sociology	
Select ONE Minor Required Course		3
<b>Hours</b>		<b>15</b>
<b>Year 3</b>		
<b>Term 5 (Fall)</b>		
JOU 367	Television/Radio Production	3
COM 310	Persuasive Speaking	3
Select one General Educational Global/Civic Course		3
AFE 117	Global Perspect Ag/Food/Env	
ASP 303	American Civil Rights Movement	
POS 361	World Politics	
POS 101	American Government	
Select ONE JOU/COM Advised Elective		3
JOU 201	Media Literacy	
JOU 202	Multimedia Journalism	
JOU 205	Intro to Sports Communication	
JOU 206	Audio Production	
JOU 215	Mass Communication and Society	
JOU 250	Race/Class/Gender in the Media	
JOU 251	Evolution of Journalism	
JOU 252	African American Media	
JOU 253	The Media in Film	
JOU 305	Communication Law/Ethics	
JOU 361	Journalism II	
JOU 372	Television/Radio Production II	
JOU 402	Student Media Workshop II	
JOU 422	Adv Digital Photojournalism	
JOU 425	Communication Research Methods	
Select ONE Minor Required Course		3
<b>Hours</b>		<b>15</b>
<b>Term 6 (Spring)</b>		
JOU 370	Public Relations Campaigns	3

2 Bachelor of Arts in Mass Communication and Journalism, Public Relations Track

JOU 375	Advertising Seminar	3
Select TWO Minor Required Courses		6
Select ONE Elective/Certificate Course		3
<b>Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Term 7 (Fall)</b>		
Select one of the following:		3
JOU 434	Practicum in Print Journalism	
JOU 435	Practicum in Broadcast Journal	
JOU 436	Practicum in Public Relations	
JOU 371	Public Events Planning	3
Select ONE Minor Required Course		3
Select TWO Elective/Certificate Courses		6
<b>Hours</b>		<b>15</b>
<b>Term 8 (Spring)</b>		
Select THREE Minor Required Courses		9
Select TWO Elective/Certificate Courses		6
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>