3



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

Course	Title	Hours
Year 1		
Term 1 (Fall) KSU 118	lates to University Learning	3
ENG 101	Intro. to University Learning	
	English Comp I	3
COM 103	Interpersonal Communication	3
JOU 210	Intro to Mass Communication	3
	Education Arts Course	3
ART 130 MUS 130	Introduction to Art	

THE 130	Introduction to Theatre	
ENG 211	Intro to Literature	
	Hours	15
Term 2 (Spring)		
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	
Year 2	Hours	15
Term 3 (Fall)		
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	
	Hours	15
Term 4 (Spring)		
JOU 365	Adv Public Affairs Reporting	3
JOU 364	Desktop/Web Publishing	3
Select ONE JOU/CO	DM 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 R	equired Course	3
	Hours	15
Year 3		
Term 5 (Fall)		
Term 5 (Fall) JOU 367	Television/Radio Production	3
	Television/Radio Production Persuasive Speaking	3
JOU 367 COM 310		
JOU 367 COM 310	Persuasive Speaking	3
JOU 367 COM 310 Select one General	Persuasive Speaking Educational Global/Civic Course	3
JOU 367 COM 310 Select one General AFE 117	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env	3
JOU 367 COM 310 Select one General AFE 117 ASP 303	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government M Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 361	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government M Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 205 JOU 205 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 361 JOU 372	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 205 JOU 205 JOU 205 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 361 JOU 372 JOU 402	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 301 JOU 372 JOU 402 JOU 422	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II Adv Digital Photojournalism	3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 306 JOU 372 JOU 402 JOU 422 JOU 425	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II Adv Digital Photojournalism Communication Research Methods	3 3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 301 JOU 372 JOU 402 JOU 422	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II Adv Digital Photojournalism Communication Research Methods	3 3 3
JOU 367 COM 310 Select one General I AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 361 JOU 372 JOU 402 JOU 422 Select ONE Minor R	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II Adv Digital Photojournalism Communication Research Methods	3 3
JOU 367 COM 310 Select one General AFE 117 ASP 303 POS 361 POS 101 Select ONE JOU/CO JOU 201 JOU 202 JOU 205 JOU 206 JOU 215 JOU 250 JOU 251 JOU 252 JOU 253 JOU 305 JOU 361 JOU 372 JOU 402 JOU 425	Persuasive Speaking Educational Global/Civic Course Global Perspect Ag/Food/Env American Civil Rights Movement World Politics American Government OM Advised Elective Media Literacy Multimedia Journalism Intro to Sports Communication Audio Production Mass Communication and Society Race/Class/Gender in the Media Evolution of Journalism African American Media The Media in Film Communication Law/Ethics Journalism II Television/Radio Production II Student Media Workshop II Adv Digital Photojournalism Communication Research Methods equired Course	3 3 3

Public Relations Campaigns

JOU 370

JOU 375	Advertising Seminar	3
Select TWO Minor	6	
Select ONE Elective	e/Certificate Course	3
	Hours	15
Year 4		
Term 7 (Fall)		
Select one of the fo	ollowing:	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
	Hours	15
Term 8 (Spring)		
Select THREE Minor Required Courses		9
Select TWO Elective/Certificate Courses		6
	Hours	15
	Total Hours	120