



**KENTUCKY STATE  
UNIVERSITY**

# BA MASS COMMUNICATION & JOURNALISM

Kentucky State University offers a dynamic Bachelor of Arts in Mass Communication and Journalism (MCJ) that equips students with the skills and knowledge needed for successful careers in journalism, public relations, digital media, and professional communication. MCJ students must complete 120 undergraduate credit hours to graduate. Within those hours, all majors complete a 21-hour MCJ Core Curriculum, followed by additional specialized coursework in one of three concentrations: Multimedia Journalism, Public Relations, or Speech Communication. These concentrations allow students to customize their academic journey in alignment with their interests and professional goals, through courses that emphasize writing, media literacy, critical thinking, and hands-on communication practice.

Students gain real-world experience through internships, media production labs, and student-run outlets like *The Thoroughbred News*, as well as opportunities in podcasting, public speaking, and digital storytelling. The program also offers minor programs in both Mass Communication and Journalism and Speech Communication, along with certificate options in Digital Communication, Journalism, Multimedia Journalism, Public Relations, Interdisciplinary Persuasion, Speech Communication, and Sports Communication. These versatile academic pathways prepare graduates to communicate effectively across traditional and emerging media platforms, making them well-positioned for a variety of careers in the ever-evolving communication industry.

Students pursuing a MCJ Bachelor's degree will choose from one of the three concentrations: Multimedia Journalism, Public Relations, or Speech Communication.

MCJ students need 120 undergraduate hours to graduate. Within the 120 hours, all MCJ majors will complete a 21-hour MCJ Core Curriculum, and then take additional courses within his or her area of concentration.

## Core Requirements

Code	Title	Hours
JOU 204	Journalism	3
JOU 210	Intro to Mass Communication	3
JOU 322	Intro Digital Photojournalism	3
JOU 364	Desktop/Web Publishing	3
JOU 365	Adv Public Affairs Reporting	3
JOU 366	Public Relations Seminar	3
JOU 367	Television/Radio Production	3
Course	Title	Hours
<b>Year 1</b>		
<b>Term 1 (Fall)</b>		
FYE 118	First Year Experience	3
ENG 101	English Comp I	3

JOU 210	Intro to Mass Communication	3
COM 103	Interpersonal 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	

**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 Humanities		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	

**Hours 15**

### Year 2

#### Term 3 (Fall)

JOU 322	Intro Digital Photojournalism	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 General Education Natural Science Course		3-4
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	
JOU 302	Student Media Workshop I	1
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	

**Hours 13-14**

#### Term 4 (Spring)

JOU 365	Adv Public Affairs Reporting	3
JOU 364	Desktop/Web Publishing	3
JOU 302	Student Media Workshop I	1
COM/JOU 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	
Minor Required Course		3

**Hours 13**

### Year 3

#### Term 5 (Fall)

JOU 362	News Editing	3
JOU 302	Student Media Workshop I	1
JOU 367	Television/Radio Production	3
COM/JOU 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	

Minor Required Course		3
Elective/Certificate Course		3

**Hours 16**

#### Term 6 (Spring)

JOU 363	Magazine and Features Writing	3
JOU 373	Broadcast Announcing	3
Select TWO minor required courses		6
Elective/Certificate Course		3

**Hours 15**

### Year 4

#### Term 7 (Fall)

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 366	Public Relations Seminar	3
Minor Required Course		3
Select THREE elective/certificate courses		9

**Hours 18**

#### Term 8 (Spring)

Select TWO minor required courses		6
Select THREE elective/certificate courses		9

**Hours 15**

**Total Hours 120-121**

Course	Title	Hours
<b>Year 1</b>		
<b>Term 1 (Fall)</b>		
FYE 118	First Year Experience	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	

**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	

**Hours 15**

### Year 2

#### Term 3 (Fall)

JOU 322	Intro Digital Photojournalism	3
JOU 366	Public Relations Seminar	3
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 of the following:)	

Free Elective		6
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**Hours 15**

#### Term 4 (Spring)

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
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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

**Hours 15**

**Year 3****Term 5 (Fall)**

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>

**Term 6 (Spring)**

JOU 370	Public Relations Campaigns	3
JOU 375	Advertising Seminar	3
Select TWO Minor Required Courses		6
Select ONE Elective/Certificate Course		3
<b>Hours</b>		<b>15</b>

**Year 4****Term 7 (Fall)**

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>

**Term 8 (Spring)**

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>

Course	Title	Hours
<b>Year 1</b>		
<b>Term 1 (Fall)</b>		
FYE 118	First Year Experience	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>

**Term 2 (Spring)**

ENG 102	English Comp II	3
JOU 204	Journalism	3
MAT 111	Acceler. Contemp. Mathematics	3
or MAT 115	or College Algebra	
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 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>

**Year 2****Term 3 (Fall)**

JOU 322	Intro Digital Photojournalism	3
JOU 366	Public Relations Seminar	3
Select one General Education Natural Science Course		3
Free Elective		3
BIO 101	Life Science	
CHE 109	Chemistry in Context	
BIO 111	Principles of Biology	
CHE 101	General Chemistry I	
& CHE 110	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>

**Term 4 (Spring)**

JOU 365	Adv Public Affairs Reporting	3
JOU 364	Desktop/Web Publishing	3
Select ONE JOU/COM Advised Elective Course		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 302	Interracial/Intercultural Comm	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 Course		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>		
COM 310	Persuasive Speaking	3
COM 315	Voice and Diction	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	
COM 401	Institutional Communications	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>

  

JOU 367	Television/Radio Production	3
<b>Total Hours</b>		<b>18</b>

A minor in **Speech Communication** requires the completion of 18 credit hours. Students wishing to minor in speech communication must take these six classes:

Code	Title	Hours
COM 200	Public Speaking	3
COM 201	Group Discussion	3
COM 302	Interracial/Intercultural Comm	3
COM 304	Oral Interpretation	3
COM 310	Persuasive Speaking	3
COM 315	Voice and Diction	3
<b>Total Hours</b>		<b>18</b>

A minor in **Mass Communication** requires the completion of 18 credit hours. Students wishing to minor in mass communication must take these six classes:

Code	Title	Hours
JOU 204	Journalism	3
JOU 322	Intro Digital Photojournalism	3
JOU 364	Desktop/Web Publishing	3
JOU 365	Adv Public Affairs Reporting	3
JOU 366	Public Relations Seminar	3