



**KENTUCKY STATE
UNIVERSITY**

MASS COMMUNICATION AND JOURNALISM BACHELOR OF ARTS - PUBLIC RELATIONS TRACK

Unconditional admission requires the following:

- The student must be in good academic standing with the University;
- The student must have completed with a passing mark (C or above) the prerequisite English courses, namely, ENG 101 English Comp I and ENG 102 English Comp II;
- The student must have a 3.0 Grade Point Average (4.0 scale) in English courses taken prior to application to the journalism major;
- The student must submit a letter of application articulating his or her interest in journalism.

Students who do not hold the 3.0 GPA in English coursework may be considered for conditional admission but must receive consent of the journalism faculty and will be placed in a probationary status for the first academic year of coursework in journalism.

The major has three components:

1. a 30-credit hour core of fundamental coursework in journalism and mass communication,
2. a 12-credit hour academic track in the student's choice of more advanced coursework in multimedia journalism or public relations, and
3. a nine-credit hour selection of elective courses which offer appropriate, relevant support for the student's choice of a multimedia journalism or public relations track:

Course	Title	Hours
Term 1 (Fall)		
ENG 101	English Comp I	4
COM 103	Interpersonal Communication	3
MAT 115A	Accelerated College Algebra	4
KSU 118	Intro. to University Learning	3
Select one of the following:		3
ART 130	Introduction to Art	
MUS 130	Introduction to Music	
THE 130	Introduction to Theatre	
Hours		17
Term 2 (Spring)		
ENG 102	English Comp II	3
Natural Science		3
POS/HIS/SOC/ECO/PSY		3
KSU 186	Navigate. the Tech. World	3
Humanities option I		3
Hours		15

Term 3 (Fall)		
JOU 204	Journalism	3
JOU 210	Intro to Mass Communication	3
BIO/CHE/PHI		3
Guided Elective		3
Guided Elective		3
Hours		15
Term 4 (Spring)		
JOU 322	Intro Digital Photojournalism	3
JOU 302	Student Media Workshop I	1
JOU 366	Public Relations Seminar	3
Free Elective		3
Humanities option II		3
Hours		13
Term 5 (Fall)		
JOU 308	Media Advertising and Sales	3
JOU 367	Television/Radio Production	3
JOU 370	Public Relations Campaigns	3
Guided Elective		3
Guided Elective		3
Hours		15
Term 6 (Spring)		
JOU 365	Adv Public Affairs Reporting	3
JOU 364	Desktop/Web Publishing	3
JOU 375	Advertising Seminar	3
JOU 371	Public Events Planning	3
Free Elective		3
Hours		15
Term 7 (Fall)		
Journalism Guided Elective		3
Journalism Guided Elective		3
Free Elective		3
Guided Elective		3
Guided Elective		3
Hours		15
Term 8 (Spring)		
JOU 436	Practicum in Public Relations	3
Journalism Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Hours		15
Total Hours		120