



STRATEGIC COMMUNICATION



WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS

The University of Kansas

ADMITTED TO KU FALL 2016 TO SUMMER 2020

KU CORE GOALS

- _____ 1.1: Critical Thinking (JOUR 302)
- _____ 1.2: Quantitative Literacy
- _____ 2.1: Written Communication I
- _____ 2.1: Written Communication II (JOUR 304)
- _____ 2.2: Oral Communication
- _____ 3H: Arts & Humanities
- _____ 3N: Natural Science
- _____ 3S: Social Science (JOUR 101)
- _____ 4.1: Human Diversity
- _____ 4.2: Global Culture Awareness
- _____ 5.1: Social Responsibility & Ethics (JOUR 608)
- _____ 6.1: Integration & Creativity (JOUR 640)

STRATEGIC COMMUNICATION COURSES

- _____ JOUR 101: Media & Society
 - _____ JOUR 300: Visual Storytelling
 - _____ JOUR 302: Information Exploration
 - _____ JOUR 304: Media Writing for Audiences
 - _____ JOUR 320: Intro to Stat Comm
 - _____ JOUR 420: Princ. of PR/Advertising
 - _____ JOUR 460: Research Methods Strat Comm
 - _____ JOUR 560: Message Development
 - _____ JOUR 640: Strategic Campaigns
 - _____ JOUR 608: Media Ethics
 - _____ JOUR 618: First Amendment & Society
 - _____ JOUR diversity (201, 534, 590 or 613)
 - _____ JOUR elective
 - _____ JOUR elective
- = 42 hours in Journalism

DEGREE SPECIFIC REQUIREMENTS

- _____ Business & Leadership course
- _____ Historical Context course
- _____ Quantitative Literacy course
- _____ Natural Science laboratory
- _____ Foreign language level 1
- _____ Foreign language level 2
- _____ Foreign language level 3
- _____ Foreign language level 4 or 1st level in a different foreign language or AEC waiver

NON-JOURNALISM MINOR &/OR MAJOR

(18-30+ credit hours)

ELECTIVES (as needed to reach 120 credit hours)

Degree requirements are subject to change. Please consult a journalism academic advisor before making enrollment decisions.

Contact us:
 785-864-4080
jadvising@ku.edu
 117 Stauffer-Flint Hall

Degree Specific Requirements

Business and Leadership

ECON 104: Introductory Economics
ECON 142: Principles of Microeconomics
ECON 144: Principles of Macroeconomics
ENTR 301: Starting Your Own Business
ENTR 302: Financing Your Own Business
FIN 101: Personal Finance
JOUR 616: Financial Basics for Comm
JOUR 617: Multimedia Mgmt & Lead
LDST 200: Intro to Lead Stud & Applctns
LDST 201: Introduction to Leadership
MGMT 305: Survey of Management & Leadership
SCM 305: Survey of Decision Making in Business

Historical Context

AAAS 106/HIST109: Black Experience in the Americas
AAAS 306/HIST 359: The Black Exp since Emanc
AMS/HIST 312: Amer Culture 1877-present
HA 100: Intro to Western Art History
HA 151: Hist Wstrn Art: Rnasn to Cntmp
HIST 101: Introduction to History
HIST 118: History of East Asia
HIST 120: Colonial Latin America
HIST 124/LAA 100: Latin American Culture & Society
HIST 128: US History through the Civil War
HIST 129: US History after the Civil War
HIST 136: History of Early Science
HIST 319: History, Women and Diversity in the U.S.
HIST 324: History of Women and the Body
HIST 340: History of the Second World War
HIST 345: Hard Times: Depression Years 1929-1941
HIST 350: The Korean War 1950-1953
HIST 530/AMS/WGSS 510: Hist Amer Wom Col-1870
HIST 531/AMS/WGSS 511: Hist Amer Wom 1870-pres
HIST 548: Rise of Modern Britain
HUM 110: Introduction to Humanities
HUM 204/114 (H):Western Civilization I
HUM 205/115 (H):Western Civilization II
HUM 300: Studies in: Digital Literary Studies
JOUR 503: History of Journalism & Mass Comm

Quantitative Literacy

ACCT 200: Financial Accounting I
ACCT 205: Survey of Accounting
COMS 356: Bhvrl Rsrch Comm
MATH 105: Topics in Math
MATH 115: Calculus I
MATH 125/145: Calculus I
MATH 365: Elementary Statistics
POLS 306: Political Sci Methd of Inquiry
PSYC 200: Research Methods in Psychology
PSYC 210: Statistics in Psychological Research
SOC 380: Elementary Statistics & Data Analysis

Natural Lab Science

ASTR 191: Contemp Astron (ASTR 196)
ATMO 105: Introductory Meteorology
BIOL 100: Principles of Biology (BIOL 102)
BIOL 150/151: Pr Molecular & Cellular Biol
BIOL 152: Pr Organismal Biology
CHEM 110: Introductory Chemistry
CHEM 130: General Chemistry I
CHEM 150: Chemistry for Engineers
CHEM 170: Chemistry for Chem. Sciences I
CHEM 190: Foundations of Chemistry I, H
EVRN 140: Global Environment I
GEOG 104: Principles of Physical Geography (GEOG 105)
GEOL 101: The Way the Earth Works (GEOL 103)
GEOL 105: History of the Earth (GEOL 103)
GEOL 121: Life Thr Time: DNA to Dinosaurs (GEOL 103 or 122)
PHSX 114: College Physics I
PHSX 211: General Physics I

Minors

African & African-American Studies
African & African Diasporic Languages
American Studies
Anthropology
Applied Behavioral Science
Astrobiology
Astronomy
Atmospheric Science
Biotechnology
Brazilian Studies
Business
Chemistry
Classics
Communication Studies
Dance
East Asian Languages & Cultures
Economics
Education Studies
English
Environmental Studies
European Studies
Film & Media Studies
French & Franco. St.
Geography
Geology
German Studies
Global & International Studies
Health Care Management
History
History of Art
Human Sexuality
Humanities
Indigenous Studies
Intell. & Nat'l Sec. St.
Italian Studies
Jewish Studies
Latin American Area Studies
Latino/a Studies
Law & Society
Leadership Studies
Linguistics
Mathematics
Middle East Studies
Music
Peace & Conflict Studies
Petroleum Geology
Philosophy
Physics
Photography
Political Science
Psychology
Public Administration
Public Policy in the U.S.
Religious Studies
Russian, East European, & Eurasian Studies
Slavic Languages & Literatures
Social & Behavioral Sciences Methodology
Social Justice in the US
Sociology
Spanish
Speech-Language-Hearing
Sport Management
Theatre
Visual Art
Women, Gender, & Sexuality Studies

Revised Sept. 2020

Foreign Languages

American Sign Language, Amharic, Arabic, Haitian, Hausa, Kiswahili, Wolof, Greek, Latin, Korean, Mongolian, Tibetan, Uyghur, Italian, Danish, Dutch, Hungarian, Swedish, Norwegian, Bosnian, Croatian, Czech, Polish, Russian, Serbian, Slovene, Turkish, Ukrainian, Yiddish, Portuguese, Kaqchikel Maya, Quichua, Farsi (Persian), Hebrew, Hindi, Tajik, French, German, Spanish, Chinese, and Japanese.

Get Involved

Ad Club

steve_rottinghaus@ku.edu
KUAd Club explores the advertising industry by bringing in guest speakers, providing networking opportunities and arranging agency crawls in cities such as Chicago, Dallas, and New York.

KJHK- FM

stationmanager@kjhk.org
KJHK is a student-run radio station at KU. It has been ranked 15 out of the top 20 college stations in the country. KJHK gives KU an independent voice and puts students at the forefront of radio technology.

KUJH-TV

calbutch@ku.edu
Students interested in working in television find KUJH-TV the place to test their skills, producing the station's daily newscasts and sports talk program.

Media Crossroads

calbutch@ku.edu
Media Crossroads is an interactive, multimedia center where anyone can learn about broadcasting and video production. It offers students the resources to create and produce live shows.

PRSSA - Public Relations Student Society of America

steve_rottinghaus@ku.edu
The purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.

University Daily Kansan- Advertising

rkarwath@ku.edu
The Kansan provides opportunities to work in advertising, design and online journalism. The advertising staff generates revenue to support the Kansan's operation.

University Daily Kansan

rkarwath@ku.edu
Students who work on the University Daily Kansan find themselves on a fast track to some of the nation's leading multimedia news outlets. It is consistently ranked among the top college newspapers in the United States.

The Agency

jsrose@ku.edu
The Agency is a student-run strategic brand and marketing communications group. Students who are interested in branding, advertising and marketing will gain experience working with real world clients. Additionally, students can join Steam Whistle Creative which gives clients another option with creative marketing and branding solutions for their company.