



CAREER OPTIONS

- Staff Writers
- Reporters
- Photojournalists
- Online Content Managers
- Film and TV Producer
- Film Director
- Script Writer
- Production Manager
- Broadcast Journalist
- News Editor
- Radio Presenter
- Public Relations Officer
- Advertising Account Manager
- PR and advertising campaign manager
- Marketing and Communications Research Officer

BROADCAST MEDIA

- JRN 3010 Television & Video Production I
- JRN 3012 Broadcast Presentation
- JRN 3013 Broadcast Journalism
- JRN 3322 Radio Production
- JRN 4013 Broadcast Screenwriting
- JRN 4030 Television and Video Production II

PUBLIC RELATIONS & ADVERTISING

- JRN 2109 History & Theory of Advertising
- JRN 3018 Organizational Communication
- JRN 3901 Principles of Advertising
- JRN 3911 Principles of Public Relations
- JRN 4033 Advertising content & Media Audiences
- JRN 4037 Advertising and Creative Strategy

JOURNALISM ELECTIVES

9 UNITS

Students must choose two courses from their own concentration and another from one of the other two concentrations

PRINT CONCENTRATION

- JRN 3020 Development Journalism
- JRN 4025 Creative Writing
- JRN 3026 Gender Reporting

BROADCAST CONCENTRATION

- JRN 4027 Documentary Production
- JRN 4029 Radio Production II
- JRN 4030 Television and Video Production II

PUBLIC RELATIONS CONCENTRATION

- JRN 3016 Public Communication
- JRN 4037 Advertising and Creative Strategy
- JRN 4050 Advertising Planning and Placement

CONTACTS

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Bachelor of Arts in Journalism



Education to take you places.

PROGRAM DESCRIPTION

The Bachelor of Arts in Journalism program plays a crucial role in the training and professionalization of journalism practice in Africa. With an impressive alumni network, the practical program equips students with traditional and tested skills for the multi-channel and digital age.

DEGREE REQUIREMENTS 120 UNITS

GENERAL EDUCATION REQUIREMENTS 39 UNITS

STRATEGIES FOR UNIVERSITY SUCCESS 3 UNITS

SUS 1010 Strategies for University Success

SYMBOLIC SYSTEMS AND INTELLECTUAL SKILLS 12 UNITS

Written, Analytical, Critical Thinking Skills 6 Units

ENG 1106 Composition I (WI)

ENG 2206 Composition II (WI)

Quantitative and Technological Skills 6 Units

IST 1010 Introduction to Information Systems

MTH 1109 College Algebra

LANGUAGE STUDIES 6 UNITS

Students must have credit for a foreign language or must take up to a two-course foreign language sequence of one language.

USIU-Africa offers courses in Arabic, French, Japanese, Spanish, Swahili and Chinese.

COMMUNITY SERVICE OR COMMUNITY PROJECT 3 UNITS

CMS 3700 Community Service

THE SENIOR EXPERIENCE 3 UNITS

The Senior Experience is required for each undergraduate degree program.

SEN 4800 Integrated Senior Seminar

GENERAL EDUCATION ELECTIVES 12 UNITS

Students are required to take at least two (2) electives from the Chandaria School of Business & two (2) from the School of Humanities & Social Sciences.

Choose one of the following Chandaria School of Business Lower Division courses

BUS 1010 Introduction to Business Organizations

ENT 1010 Introduction to Entrepreneurship

BUS 2000 Foundations of Business Age

Choose one of the following School of Humanities and Social Sciences Lower Division courses

GNS 2000 Introduction to Gender Studies

COM 1500 Intercultural Communication

PSY 3135 Psychology of Communication

Students must select two courses from the list below; one from the School of Humanities & Social Sciences list and another from the Chandaria School of Business list. Note: One course may not be used to fulfill requirements for two different areas:-

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF UPPER LEVEL ELECTIVES

FAR 3000	Music of the World
FAR 3001	Visual Arts of the World
GEO 3000	Geography and the Environment
HIS 3015	20 th Century Eastern Africa
HIS 3021	History of Modern Asian Civilization
HIS 3025	History of Kenya
IRL 3015	Introduction to Peace & Conflict Studies
LIT 3330	Literature for Children & Adolescents
LIT 3340	Myths, Rituals & Archetypes
LIT 3351	Masterpieces of World Literature
LIT 3775	Post-Colonial Writing in English
LIT 4785	African Authors Seminar
LIT 4815	Oral Literature
LIT 4820	Sacred Literatures of the World
PHL 3309	Major Figures in Philosophy
PHL 3310	Ethics and Value Theory
PSY 3135	Psychology of Communication
PSY 3150	Courtship & Marriage
SOC 3301	Social Problems
SOC 3305	Deviant Behavior
SOC 3310	Family & Kinship in a Multicultural Context
SOC 3500	Social Conflict & Resolution

CHANDARIA SCHOOL OF BUSINESS LIST OF UPPER LEVEL ELECTIVES

MKT 3010	Principles of Marketing
MGT 3010	Overview of Management Practices
BUS 4070	Business Values & Ethics
BUS 4090	Strategic Management
MGT 4030	Cross Cultural Management

MAJOR

54 UNITS

LOWER DIVISION CORE COURSES

27 UNITS

JRN 1100 Introduction to Broadcast Media Technique and Technology

JRN 1106 History and Theory of Public Relations

JRN 1109 Introduction to Mass Communication

JRN 2103 Fundamentals of Photography

JRN 2106 Principles of Broadcasting

JRN 2107 Writing for Broadcast Media

JRN 2004 Public Relations Writing

JRN 2202 Introduction to Print Media Techniques & Technology

JRN 2223 Theories of Mass Communication

UPPER DIVISION CORE COURSES

27 UNITS

JRN 3000 News Reporting and Writing

JRN 3003 Media Law

JRN 3004 Media Ethics

JRN 3006 International Mass Media

JRN 3015 Media Management

JRN 3024 Communication Research

JRN 3027 New Media Production

JRN 3029 Media Studies

JRN 4900 Project OR

JRN 4910 Internship OR

JRN 4911 Media Tour Experience

CONCENTRATION COURSES

18 UNITS

Journalism majors must take Print Media, Broadcast Media or PR & Advertising as their concentration or area of specialization

PRINT MEDIA

JRN 3002 Introduction to News Editing

JRN 3020 Development Journalism

JRN 3301 Feature Writing

JRN 3922 Photojournalism

JRN 4031 Print Media Production

JRN 4401 Editorial Writing