

University of Kansas

Master of Science in Journalism

The William Allen White School of Journalism and Mass Communications offers a professional graduate program that leads to a terminal Master of Science degree in journalism. The program emphasizes professional preparation through a student's ability to think critically and perform in converged media.

Major areas of study are **News/Information, Strategic Communications, and Marketing Communications.**

News/Information includes newspapers, online, broadcasting, and magazines, and is offered exclusively on the Lawrence Campus.

Strategic Communications includes advertising, direct marketing, personal selling, public relations, and sales promotion. These major areas involve work with new media and a variety of different forms of publication and dissemination, and is offered exclusively on the Lawrence Campus.

The **Marketing Communications** course of study emphasizes the integration of marketing communications specialties. The curriculum is an advanced series of courses requiring a minimum of two years of professional experience in marketing communications or other media-related fields. It is offered exclusively on the Edwards Campus.

Lawrence Campus

News/Information

Strategic Communications

University of Kansas
1435 Jayhawk Boulevard, Room 201 Stauffer-Flint Hall
Lawrence, KS 66045-7575
(785) 864-7649

Admission Requirements

Admission is based primarily on the student's undergraduate record, references, and results of the Graduate Record Examination. Applicants who have baccalaureate degrees in journalism, as well as those with no academic or professional background in journalism, are eligible. Applicants who have had professional experience must describe it in their applications to be evaluated for exemption from basic skills and professional course requirements.

Applications can be considered only after these items have been submitted:

1. Completed application form.
2. Official transcripts of all college-level courses.
3. Scores on the Graduate Record Examination or GRE Writing Assessment must have been taken within the past five years.
4. Three letters of reference from persons familiar with the applicant's abilities.
5. Written, one-page statement of the applicant's academic and professional objectives, no more than 250 words.
6. Non-refundable application fee.
7. International students whose native language is not English also must submit Test of English as a Foreign Language or International English Language Testing System examination scores.
8. International students must submit proof that they have the financial resources to cover annual expenses.

Click here for the Application Process: <http://www.applyweb.com/apply/ukgjour/instruct.html>

Graduate Degree Requirements

To earn the degree, a student must complete 36 graduate credit hours with at least a B (3.0) average. A student without professional experience or an undergraduate degree in journalism and mass communications from an accredited program also must complete undergraduate basic skills courses. A student must elect to complete a thesis or project. Each student must pass a written qualifying examination.

Major Components of 36-hour Requirement

A student who enters the master's program is required to have basic journalism skills. The requirement may be fulfilled by professional experience or course work at the undergraduate level. In addition to basic skills, a student takes 9 hours of core courses, 15 hours of professional courses, and 12 hours of advanced courses, including a master's project or thesis.

Basic Skills Requirement

A student may meet the basic skills requirement with significant professional experience or an undergraduate degree in journalism and mass communications at a school accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). A student who does not meet the requirement must complete three undergraduate courses that do not count toward the 36-hour graduate credit requirement:

JOUR 301 Research and Writing (3) or an alternative approved by the graduate director
JOUR 415 Multimedia Reporting (3) or JOUR 435 Message Development (3)
JOUR 419 Multimedia Editing (3)

Core Course Requirements

The core graduate courses help students develop strong research and critical-thinking skills. Three courses are required for all graduate students:

JOUR 799 Mass Media and Popular Culture (3)
JOUR 801 Research I: Theory (3)
JOUR 802 Research II: Methods (3)

Professional Course Requirements

Those who hold master's degrees from KU are expected to be able to perform professional tasks. Students therefore must complete a minimum of 15 credit hours of professionally oriented courses.

A student with significant professional experience may, as part of the application, request permission to substitute other course work for all or part of the professional course requirement. The application must include documentation of the student's professional experience. At the point of admission, the graduate committee grants or denies requests to substitute other course work for the professional course requirement.

A student is required to take JOUR 750 Multimedia Management (3 credit hours). A student takes the remainder of the professional courses from among courses numbered 500 to 698, excluding JOUR 618 First Amendment and Society, and including JOUR 676 Strategic Campaigns or a course designated as Advanced Media.

Up to 6 credit hours of professional courses may be completed outside the School of Journalism, with the approval of the graduate committee.

Advanced Course Requirements

A student must complete 12 credit hours of advanced course work:

JOUR 840 Seminar in: _____ (3)
JOUR 841 Seminar in First Amendment (3) or J618 First Amendment and Society (3) or completion of an equivalent course as part of a baccalaureate degree in journalism
JOUR 897 Project/Thesis Development (3)
JOUR 898 Master's Project (3) or JOUR 899 Master's Thesis (3)

Qualifying Examination

Each student must pass a written qualifying examination in the semester preceding enrollment in JOUR 898 Master's Project or JOUR 899 Master's Thesis. The qualifying examination demonstrates the student's readiness to begin work on the project or thesis. The examination is evaluated by an examination committee comprising three members of the graduate faculty, who also will serve on the project or thesis committee.

Enrollment Requirements after Completing Course Requirements

A student must enroll for at least 2 hours of credit each semester, excluding summer semester, while working on a thesis or project. A student completing a thesis or project must be continuously enrolled, excluding summer, until the thesis or project has been completed and approved. A maximum of 3 credit hours of JOUR 898 or JOUR 899 may be applied toward the 36 credit hours required for graduation. A student must complete the master's degree program within seven years of admission into the program.

Edwards Campus Marketing Communications Course of Study

**University of Kansas
Edwards Campus
12600 Quivira Road
Overland Park, KS 66213
(913) 897-8416**

The school offers a course of study that emphasizes the integration of marketing communications specialties leading to a Master of Science degree in journalism. The curriculum is an advanced series of courses requiring a minimum of two years of professional experience in marketing communications or other media-related fields. Marketing communications integrates professional specializations in advertising, public relations, business communications, sales promotion, and selling. The curriculum emphasizes research, critical thinking, and creative problem-solving. Courses are designed for part-time, evening study to accommodate working professionals. All courses are offered exclusively on KU's Edwards Campus.

Admission Requirements

An applicant must hold a bachelor's degree from an accredited college or university. An applicant must have a minimum of two years' full-time professional experience in marketing communications or other media-related fields. An applicant must submit the following items:

1. Completed application form.
2. Official transcripts of all college-level courses.
3. Scores on the Graduate Record Examination or GRE Writing Assessment or Graduate Management Admission Test. The GRE and/or the GMAT must have been taken within the past five years.
4. Three letters of reference from persons familiar with the applicant's abilities.
5. Written, one-page statement of the applicant's academic and professional objectives.
6. Three examples of professional work that reflect the applicant's years of experience.
7. Non-refundable application fee.
8. Interview with coordinator, Linda Miller.

Click here for the Application Process: <http://www.applyweb.com/apply/ukgjour/instruct.html>

Marketing Communications Course Requirements

A student must complete 36 hours of credits with at least a B (3.0) average. The curriculum includes 30 hours of required courses and 6 hours of elective courses. The course of study is designed so that a student can complete the curriculum in seven sequential semesters over a two-and-a-half year period. A student must complete the master's degree program within seven years of admission into the program.

Required Courses:

JOUR 820 Marketing Fundamentals for Communicators (3)

JOUR 821 Integrated Media Selection (3)

JOUR 822 Database Development and Management (3)

JOUR 823 Case Studies in Marketing Communication (3)

JOUR 824 Creative Process (3)

JOUR 825 Relationship Marketing (3)

JOUR 826 Innovation in Communications (3)

JOUR 827 Marketing Ethics (3)

JOUR 828 Strategic Management of Communications (3)

JOUR 829 Research, Metrics and Measurement (3)

JOUR 830 Marketing Communications Project (1-3)

Any student who wants to take an elective course outside the School of Journalism is required to get permission from both the instructor of the course and from the School of Journalism. The student should be prepared to indicate how the course contributes toward his or her master's program.

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