



BROADCAST MEDIA

- JRN 3010 Television & Video Production I
- JRN 3012 Broadcast Presentation
- JRN 3013 Broadcast Journalism
- JRN 3321 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

LEARNING OUTCOMES:

1. Discuss and apply theory to local and global mass media communication systems, structures and operations;
2. Write and critique stories for various journalistic genres;
3. Produce and evaluate radio, television, and other audio-visual programs;
4. Design and evaluate strategic plans and practices for public relations;
5. Use appropriate information and communication technology to package and present media products;
6. Analyze and evaluate current media and communication research;
7. Apply ethical management and legal principles to the media industry.

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

CONTACTS

P.O. Box 14634-00800
 USIU Road, Off Thika Road (Exit 7)
 Nairobi, Kenya
 Tel: +254-730 116 300/522/518/503/247
 Email: admit@usiu.ac.ke
 Website: www.usiu.ac.ke

   @USIUAfrica
 United States International University-Africa



Bachelor of Arts in Journalism



United States
International
University-Africa

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

CORE CURRICULUM:

RESEARCH METHODS 3 UNITS

GRM 2000 Introduction to Research Methods

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 9 UNITS

Students are required to take **3 electives (9 Units)** from the other schools.

At least one of the courses should be an upper level course.

Lower Level courses are coded 1000-2999 while upper level courses are coded 3000 - 4999.

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

LOWER LEVEL ELECTIVES

COM1500: Intercultural Communication

GNS2000: Introduction to Gender Studies

UPPER LEVEL ELECTIVES

IRL 3015: Introduction to Peace & Conflict Studies

LIT 4785: African Authors Seminar

PHL 3310: Ethics and Value Theory

PSY 3135: Psychology of Communication

SOC 3301: Social Problems

SOC 3305: Deviant Behavior

CHANDARIA SCHOOL OF BUSINESS

LOWER LEVEL ELECTIVES

BUS 1010: Introduction to Business

ECO1010: Principles of Microeconomics

ENT1010: Introduction to Entrepreneurship

HRT1010: Introduction to Hospitality & Tourism Management

UPPER LEVEL ELECTIVES

MGT 3010: Overview of Management Practice

MKT 3010: Principles of Marketing

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 3004 Media Ethics

JRN 3005 Media Law

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