



Bachelor of Arts in Journalism

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**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.

LEARNING OUTCOMES

Upon successful completion of the program, students will be able to:

1. Use communication theories to evaluate media practices, systems, structures and operations.
2. Write and critique stories for various journalism genres in both traditional and multimedia platforms.
3. Produce content for radio, television and digital platforms.
4. Design and complement strategic communication plans and practices.
5. Apply media and communication methods and approaches in addressing communication problems.
6. Apply ethical and legal principles in media and communication practice.

DEGREE REQUIREMENTS

120 UNITS

GENERAL EDUCATION

39 UNITS

SIGNATURE COURSES

15 UNITS

STRATEGIES FOR UNIVERSITY SUCCESS

3 UNITS

SUS 1010 Strategies for University Success

RESEARCH METHODS

3 UNITS

GRM 2000 Introduction to Research Methods

COMMUNITY SERVICE OR COMMUNITY PROJECT

3 UNITS

CMS 3700 Community Service

THE SENIOR EXPERIENCE

3 UNITS

SEN 4800 Integrated Senior Seminar

FUNDAMENTALS OF INFORMATION LITERACY

3 UNITS

FIL 1010 Fundamentals of Information Literacy

LANGUAGE STUDIES

12 UNITS

ENGLISH LANGUAGE

6 UNITS

ENG 1106 Composition I (WI)

ENG 2206 Composition II (WI)

FOREIGN LANGUAGE

6 UNITS

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

USIU-Africa offers courses in Arabic (ARB1000), French (FRN1000), Japanese (JPN1000), Spanish (SPN1000), Swahili (SWA1000), Chinese (CHI1000) and Kenya Sign Language (KSL1000).

DISCIPLINARY GENERAL EDUCATION ELECTIVES

6 UNITS

IST 1010 Introduction to Information Systems

MTH 1109 College Algebra

SCHOOL-BASED GENERAL EDUCATION ELECTIVES

6 UNITS

Students are required to pick 2 electives from School of Humanities and Social Sciences and Chandaria School of Business (one lower-level course and one upper-level course). The electives are as follows:

CHANDARIA SCHOOL OF BUSINESS LIST OF LOWER LEVEL ELECTIVES

BUS 1010 Introduction to Business Organizations

ENT 1010 Introduction to Entrepreneurship

ECO 1010 Principles of Microeconomics

HRT 1010 Introduction to Hospitality & Tourism

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF LOWER LEVEL ELECTIVES

GNS 2000	Introduction to Gender Studies
COM 1500	Intercultural Communication

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF UPPER LEVEL ELECTIVES

PHL 3310	Ethics and Value Theory
PSY 3135	Psychology of Communication
SOC 3301	Social Problems
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

CORE COURSES

81 UNITS

LOWER LEVEL CORE COURSES

27 UNITS

JRN 1100	Introduction to Broadcast Media Technique and Technology	3 Units
JRN 1106	History and Theory of Public Relations	3 Units
JRN 1109	Introduction to Mass Communication	3 Units
JRN 2004	Public Relations Writing	3 Units
JRN 2103	Fundamentals of Photography	3 Units
JRN 2106	Principles of Broadcasting	3 Units
JRN 2107	Writing for Broadcast Media	3 Units
JRN 2202	Introduction to Print Media Techniques & Technology	3 Units
JRN 2223	Theories of Mass Communication	3 Units

UPPER LEVEL CORE COURSES

27 UNITS

JRN 3000	News Reporting and Writing	3 Units
JRN 3003	Media Law	3 Units
JRN 3004	Media Ethics	3 Units
JRN 3006	International Mass Media	3 Units
JRN 3015	Media Management	3 Units
JRN 3024	Communication Research	3 Units
JRN 3027	New Media Production	3 Units
JRN 3029	Media Studies	3 Units
JRN 4900	Project	3 Units
OR		
JRN 4910	Internship	3 Units
OR		
JRN 4911	Media Tour Experience	3 Units

CONCENTRATION COURSES

18 UNITS

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

PRINT MEDIA**18 UNITS**

JRN 3002	Introduction to News Editing	3 Units
JRN 3020	Development Journalism	3 Units
JRN 3301	Feature Writing	3 Units
JRN 3922	Photojournalism	3 Units
JRN 4031	Print Media Production	3 Units
JRN 4401	Editorial Writing	3 Units

BROADCAST MEDIA**18 UNITS**

JRN 3010	Television & Video Production I	3 Units
JRN 3012	Broadcast Presentation	3 Units
JRN 3013	Broadcast Journalism	3 Units
JRN 3321	Radio Production	3 Units
JRN 4013	Broadcast Screenwriting	3 Units
JRN 4030	Television and Video Production II	3 Units

PUBLIC RELATIONS & ADVERTISING**18 UNITS**

JRN 2109	History & Theory of Advertising	3 Units
JRN 3018	Organizational Communication	3 Units
JRN 3901	Principles of Advertising	3 Units
JRN 3911	Principles of Public Relations	3 Units
JRN 4033	Advertising content & Media Audiences	3 Units
JRN 4037	Advertising and Creative Strategy	3 Units

JOURNALISM ELECTIVES**9 UNITS**

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

PRINT CONCENTRATION**9 UNITS**

JRN 3020	Development Journalism	3 Units
JRN 3026	Gender Reporting	3 Units
JRN 4025	Creative Writing	3 Units

BROADCAST CONCENTRATION**9 UNITS**

JRN 4027	Documentary Production	3 Units
JRN 4029	Radio Production II	3 Units
JRN 4030	Television and Video Production II	3 Units

PUBLIC RELATIONS CONCENTRATION**9 UNITS**

JRN 3016	Public Communication	3 Units
JRN 4037	Advertising and Creative Strategy	3 Units
JRN 4050	Advertising Planning and Placement	3 Units

CAREER OPPORTUNITIES

A Bachelor of Arts in Journalism opens up a wide range of career opportunities:

1. Staff Writers
2. Reporters
3. Photojournalists
4. Online Content Managers
5. TV and Video Producers
6. Film Directors
7. Script Writers

ADMISSION REQUIREMENT

Kenya Certificate of Secondary Education (KCSE) or its equivalent with a minimum aggregate of C+ (Plus).

CONTACTS

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