College of Arts and Sciences

Journalism and Mass Communications

Overview
Our nation is based on the ideal of informed citizens who govern themselves, making responsible communication a necessity. We help our students create and evaluate information and its credibility through classroom theory and applicable skills that advance competitive real-world experience. The A.Q. Miller School offers hands-on media opportunities starting students’ first day on campus.

The journalism and strategic communications fields are more diverse, more experiential and more exciting than ever. Our students don’t just read about communications technologies; they learn to use them in ways that will attract attention from future employers. Our lab facilities are state-of-the-art, and our instructors are seasoned industry professionals who bring years of experience into the classroom. This means that our students cover and produce news for distribution across multiple media platforms, develop strategic campaigns for actual clients, and learn cutting-edge applications in everything from mobile media to drone technology.

Named for the late A.Q. Miller, a pioneer Kansas journalist, we are a nationally accredited program as well as one of the nation’s oldest journalism programs. The A.Q. Miller School serves as the headquarters of the Journalism Education Association, the professional association for high school media teachers that supports free and responsible scholastic journalism by providing resources and educational opportunities.

Professional options
A difference between the A.Q. Miller School and other programs in the state and across the nation is that our students can gain professional experience starting their first day on campus.

Events such as our JMC Professionals Day and our “How I Landed My Job” lecture series connect students with professionals in the industry and allow them to practice interview and resume-writing skills.

Alumni
Graduates from our program are leaders, thinkers and innovators across the state, country and globe. Notable alumni careers include the vice president of communications at AT&T, a White House chief photographer, the voice of the Kansas City Chiefs, New York Times metro editor, CNN senior producer, manager of entertainment diversity for CBS Corporation, and many more.

Our department has a strong placement record because employers know K-State students have received rigorous education and training with valuable professional experience.

Activities
Student involvement
Even more opportunities exist through student organizations. Options include the Public Relations Student Society of America, or PRSSA; the Society of Professional Journalists, known as SPJ; the Advertising Club; and the A.Q. Miller School’s Honors Program.

Internships
The A.Q. Miller School requires all students to earn internship credit before graduation. These include positions in advertising firms, corporations and nonprofit organizations as well as local and national media outlets. Some of the local, state and national entities where our students have been interns include Barkley Inc., Fort Riley Public Affairs, the University of Kansas Cancer Center, NBC Universal and USA Football.

Academics
Students follow a general curriculum in the College of Arts and Sciences and a specialized professional curriculum in the A.Q. Miller School.

The college curriculum prepares students to be knowledgeable and to think critically in a complicated world, and the professional curriculum provides students with specialized courses that emphasize media communications and theory in such areas as law, history, social and global effects, and ethics.

Degree options
A.Q. Miller School offers sequences in journalism and strategic communication as part of a Bachelor of Arts or a Bachelor of Science in journalism and mass communications. Journalism includes broadcast, print and online writing, editing and production. Strategic communications includes public relations and advertising. Students enroll in professional skills courses and gain experience through internships and practicum classes.

The school also offers a Master of Science in mass communications. This degree prepares students who want to pursue a doctorate as well as those who are entering or advancing in a professional field.

Accreditation
The A.Q. Miller School of Journalism and Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications, or ACEJMC. ACEJMC accreditation provides an assurance of quality to students, parents and the public, measuring our performance against national standards.

Faculty and advising
Our faculty have combined years of industry experience with a love for teaching. They have specialties that include tourism public relations, health and risk communications research, sports journalism, international communications, rural engagement and social media analytics. Additionally, with two full-time, professional advisors, students in our programs find the classes, student organizations and student media work that fit their degree program and their career goals.

Points of pride
The Princeton Review has named K-State one of the best universities in the nation, ranking the university highly for happy students, town-gown relations, residence halls and more.

k-state.edu/admissions/academics
Financial assistance

**Scholarships**

Students majoring or planning to major in journalism and mass communications may apply for A.Q. Miller School of Journalism and Mass Communications scholarships. Scholarships are available to first-year, transfer and returning students. We award around 125 scholarships annually, and students in our program receive more than $150,000 every year. Visit jmc.k-state.edu/current/scholarships for more information.

**Suggested coursework**

The A.Q. Miller School of Journalism and Mass Communications educates students in the gathering, communicating and interpreting of information for mass and specialized audiences. It also prepares students to develop strategic advertising and public relations plans for corporations, nonprofit entities and other campaigns. To hone these skills, students create media across diverse platforms for print, online and social media, as well as traditional news outlets including radio and television.

**Strategic communications**

The strategic communications sequence prepares students for careers in media planning and management roles in advertising agencies, business firms, the media, and public and private organizations. The curriculum emphasizes writing, communication theory, managerial strategies, design and media ethics.

**Gateway to JMC**

- **Hrs. Courses**
  - 0 MC010 Pre-Major Orientation
  - 3 MC110 Mass Communication in Society
  - 3 MC130-132 JMC Writing Academy
  - 3 MC191-196 Foundational Skills

**Strategic communications core**

- **Hrs. Courses**
  - 3 MC 120/180 Principles of Advertising/Principles of Public Relations
  - 3 MC 221/280 Advertising Strategy & Writing

**Public relations writing**

- **Hrs. Courses**
  - 3 MC 341 Media Design and Data Visualization
  - 3 MC 380 Strategic Communication Planning
  - 3 MC 396 Strategic Communication Research
  - 3 MC 466 Media Law
  - 1-3 MC 491 Internship
  - 3 MC 565 Strategic Communication Campaigns

**Strategic communications technical courses (Choose 6 hours)**

- **Hrs. Courses**
  - 3 MC 360 Theories in Mass Communication
  - 3 MC 370 Social Media Strategies
  - 3 MC 382 Strategic Communications Case Studies
  - 3 MC 409 Advanced Stratt Comm Writing
  - 3 MC 446 Media Planning
  - 3 MC 456 Media Relations
  - 3 MC 470 Account Management
  - 3 MC 550 Health Communications
  - 3 MC 575 Military Public Relations
  - 3 MC 576 Mass Media and Political Campaigns
  - 3 MC 577 Travel and Tourism Public Relations
  - 3 MC 662 International/Intercultural Public Relations
  - 3 MC 682 Reputation Management

**Strategic communications conceptual courses (Choose 6 hours)**

- **Hrs. Courses**
  - 3 MC 555 Media Audiences
  - 3 MC 564 Mass Media History
  - 3 MC 572 Global Communications
  - 3 MC 573 Media Ethics
  - 3 MC 576 Mass Media and Public Campaigns
  - 3 MC 585 Media Management
  - 3 MC 589 Inter-Cultural Digital Storytelling
  - 3 MC 605 Supervision of School Publications
  - 3 MC 612 Gender, Class, Race and the Media

**Journalism**

Courses in this sequence prepare students for writing, reporting, anchoring, producing, directing and using the industry's latest technology to create media for a variety of platforms, including print, online, radio and television.

**Gateway to JMC**

- **Hrs. Courses**
  - 0 MC010 Pre-Major Orientation
  - 3 MC110 Mass Communication in Society
  - 3 MC130-132 JMC Writing Academy
  - 3 MC191-196 Foundational Skills

**Journalism core**

- **Hrs. Courses**
  - 3 MC 160 Principles of Journalism
  - 3 MC 200 News Reporting and Writing
  - 3 MC 301 Intro to Media Production
  - 3 MC 316 Data Journalism
  - 3 MC 341 Media Design and Data Visualization
  - 1-2 MC 385 Practicum
  - 3 MC 466 Media Law
  - 1-2 MC 491 Internship
  - 3 MC 580 Storytelling Across Platforms

**Journalism technical courses (Choose 6 hours)**

- **Hrs. Courses**
  - 0 MC 165 KSDKB Participation
  - 0 MC 166 KSntv-TV Participation
  - 3 MC 331 Digital Photography
  - 3 MC 340 Editing for Print and Online Media
  - 3 MC 403 Advanced News Reporting and Writing Across Platforms
  - 3 MC 404 KSKSU-TV News Reporting
  - 3 MC 410 Sports Journalism
  - 3 MC 416 Photojournalism
  - 3 MC 426 Magazine Writing, Editing and Design
  - 3 MC 469 Drones in the Media
  - 3 MC 471 Advanced Media Production
  - 3 MC 472 KSKSU-TV News Production
  - 3 MC 589 Social Media News Strategies

**For more information about journalism and mass communications, contact:**

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**For more information about Kansas State University, contact:**

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1-800-432-8270 (toll free) or 785-532-6250
k-state@k-state.edu
k-state.edu/admissions

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Post-Graduation Statistics
k-state.edu/postgrad-stats
bodegeestats.org

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