Welcome to the A.Q. Miller School of Journalism and Mass Communications

The study of journalism and mass communications provides students with the tools to function effectively in an information-intensive society, both as creators and consumers of information.

Today, we communicate through newspapers, magazines, radio, television, public relations, advertising, photojournalism, multimedia, the Internet and other evolving technologies.

The A.Q. Miller School of Journalism and Mass Communications at Kansas State University is an excellent place to prepare for such careers. The nationally accredited program – one of the nation’s oldest – began in 1910 and has more than 5,000 alumni all over the world.

Students follow a general curriculum in the College of Arts and Sciences and a specialized professional curriculum in the Miller School. The college curriculum prepares students to be knowledgeable people in a complicated world, and the professional curriculum provides students with specialized skills courses combined with an emphasis on media theory in such areas as law, history and ethics.

The Miller School offers specific sequences in advertising, journalism and digital media, and public relations. Students can enroll in certain skills courses early in their university experience and participate in student media operations, practicum participation and internships, allowing them to advance and develop their skills as writers, editors, photojournalists, broadcast news and sports professionals, digital production specialists, advertising practitioners and communication managers.

University faculty conduct research, consult, advise students, stay abreast of new technologies and lead professional organizations, but teaching is the professor’s foremost responsibility and we take teaching seriously. Learn more about our faculty and staff by visiting: jmc.ksu.edu

Career Opportunities

The list of Miller School graduates from Kansas State reads like an honor roll. It includes:

- A United States Senator
- The official White House photographer for Presidents Reagan and Obama
- The White House press secretary for both President Reagan and President G. H. W. Bush
- The play-by-play sports voice of the Anaheim Angels baseball team
- The director of public relations for General Motors
- A producer for C-SPAN
- A senior producer for the Cable News Network
- The national editor for the Los Angeles Times
- A vice president and media planner at Optimedia Advertising Agency
- A vice president for planning at DraftFCB Advertising Agency

The impressive list of JMC graduates stretches back into history, too. It includes a U.S. Secretary of the Interior, a record producer who coined the now-famous term “rhythm and blues,” a senior editor of the Saturday Evening Post, members of Congress and even a president of Kansas State University.

Of course, graduating seniors usually begin their careers in entry-level jobs and work their way up. The Miller School enjoys a strong job placement record because employers know our graduates have been through a rigorous program where they have received training in a professional atmosphere.

History

Our nationally accredited program is named for A.Q. Miller of Belleville, Kan., who was a pioneer Kansas journalist. His son, Carl Miller, was a significant benefactor to the school. Carl, a former K-State journalism major, was the founding editor of the Pacific Coast edition of the Wall Street Journal. His 1987 gift resulted in naming the school after his father.

K-State has a rich journalism heritage. Instruction in printing was offered in 1874 (the first such program in the United States) and a journalism curriculum was formally established in 1910, with the hiring of a Kansas City Star editor as the first faculty member. The term “mass communications” was added to our name in 1971 to reflect a broader curriculum that also includes advertising, public relations and electronic communication, including radio, television the Internet and other digital technologies.
Professional Organizations within the Miller School

**Huck Boyd National Center for Community Media.** The Huck Boyd Center was created to serve and strengthen the local newspapers, radio stations, cable systems and other media that play a key role in the survival and revitalization of America’s small towns. The center maintains alliances with national professional organizations and encourages academic research in community media. The center works to educate students about community media and conducts continuing education workshops to keep professionals current on the latest trends and technologies. Visit the Center at: huckboyd.jmc.ksu.edu

**Journalism Education Association.** The Journalism Education Association is the only independent national scholastic journalism organization for teachers and advisers. The headquarters is located at K-State. JEA serves journalism teachers and publications advisers, and those with an interest in scholastic journalism. Learn more about JEA at: www.jea.org

Award-Winning Student-Operated Media

The Miller School offers a hands-on education that provides students with practical experience. Journalism students can serve as reporters, editors and photographers for our daily newspaper, the Kansas State Collegian and its online edition, the e-Collegian and the Royal Purple yearbook. The Collegian and Royal Purple have simultaneously won the prestigious national Pacemaker Awards, a combination achieved only by one other school.

K-State also has a student-operated radio station, 91.9 KSDB-FM, which covers the Manhattan-Junction City-Fort Riley area. The station offers on-air experience in news, play-by-play sports and music programming. Video instruction and student-produced TV programs are based at the $6 million Media Convergence Center in Dole Hall. Students produce Manhattan Matters, a weekly TV news magazine featuring campus and community news.

Students in advertising and public relations gain practical experience through work with K-State organizations and off-campus clients. PowercatPR is the K-State chapter of Public Relations Student Society of America, a professional student organization devoted to helping students gain practice and understanding of the world of public relations. TakeFlight is new student-operated ad agency jointly run by the Miller School and the Division of Communications and Marketing.

Students have classes in three 18-station computer labs. A fourth multimedia lab allows students to combine words, sounds and pictures into a single media presentation. Many JMC classes integrate the Internet and other technologies into instruction.

Applying to the Major

Before applying to become a major, students must complete some basic requirements.

**Students with no previous college hours** must have a 2.5 or higher GPA based on at least 30 credit hours at the 100-level or higher. MC 110 Mass Communication in Society must be completed with a grade of C or better and the Composition Skills Test (CST) must be completed with a minimum score of 70, prior to applying to the major. No more than three credits in the first 30 hours may come from MC 112, 120 or 180.

**Students transferring more than 30 hours into K-State,** with a 2.5 or higher transfer GPA and a C or better in MC 110, may apply to the major their first semester. They will need to take the CST and earn at least a 70 before applying. If their transfer GPA is less than a 2.5 then they must complete 15 hours at K-State, earning at least a 2.5 GPA before they can apply. Thirty credit hours total must be completed before applying. MC 110 or its transferable equivalent must be completed with a grade of C or better, and the CST must be passed with a minimum score of 70, prior to applying to the major. No more than three credits in the first 30 hours may come from MC 112, 120 or 180.

The Composition Skills Test is given every two months during the academic year. The CST is a multiple-choice exam that covers the basics of grammar, spelling and punctuation. Students who initially fail the CST may re-take the exam up to two times.

There are two application deadlines per year: February 15 and September 15. Applications are due to Kedzie 105 by 5 p.m. If the application deadline falls on a weekend, applications will be accepted until 5 p.m. the following Monday.
Only complete applications will be considered. All students must submit:

- Page 2 of the official JMC application packet
- A statement of purpose outlining academic and career plans or outlining the sequence, sequences or specialty areas the student plans to study
- A detailed graduation plan (completed with guidance from the JMC pre-major advisor)

Review for admission to the major will be based on the following factors:

- Academic achievement, including GPA and types of courses taken
- Promise for success in academic and professional objectives of the major
- Clarity of the applicant’s career and academic focus

Students who are not admitted may pursue a second application in the subsequent fall or spring semester. Students who are not admitted after a second application will meet with the pre-major adviser to discuss academic options.

Enrolling in courses

While awaiting eligibility to become a major, all freshman and new transfer students are eligible to be a pre-major. Any student may enroll in MC 110 Mass Communication in Society, which is also the required first course in all sequences. Enrollment is also open for other introductory courses:

- MC 112 Web Communication in Society
- MC 120 Principles of Advertising
- MC 180 Fundamentals of Public Relations

Enrollment is restricted in almost all other JMC courses. Students may take writing courses only if they have passed the JMC Composition Skills Test and have a 2.5 GPA based on 12 or more college-level credits. Only majors may take advanced writing and skills courses.

Once a student is admitted to the major, our curriculum requires at least four semesters to complete, since the courses progressively build upon one another.

The Curriculum Structure

Most courses are three credit hours, requiring students to meet as a class for about three hours per week. Students should plan on twice as many hours of reading and projects outside the classroom as inside. A typical course load is approximately 16 credit hours per semester, which makes it possible to graduate within four years. Some students, because of outside work or family obligations, take a reduced course load of 12 credits per semester. For them, graduation may be a five-year process.

The Miller School is accredited by the Accrediting Council on Education in Journalism and Mass Communications. To graduate, accreditation standards dictate that JMC students must have at least 81 hours outside the Miller School and of those 81 credits, at least 65 must be in the arts and sciences, apart from JMC classes.

The first accreditation rule is easy to follow. It simply means that some electives must be outside the Miller School. Students wanting to take more than the required 39 hours in the major may do so, but such action does not advance them toward the 120 credit hours necessary to graduate. Still, many students graduate with more than 120 credits.

The second accreditation rule is a problem only for students who take large numbers of courses outside the College of Arts and Sciences. Basic college requirements for the B.S. or B.A. degree total roughly 55-60 hours, and an outside concentration, if it’s in an Arts and Sciences discipline, brings the total easily above 65 hours.

Why have these rules? These national accrediting guidelines specify the need for all students to obtain a broad liberal arts education. After all, our students are earning their degrees at a major university, not a trade school. These rules apply to all accredited journalism and mass communications programs nationwide.

Students are required to complete at least 15 credit hours in an area other than journalism and mass communications. The outside concentration is like a minor, but it is not as rigidly defined. Not all
departments offer minors, so the outside concentration presents the opportunity for students to study an area they’re interested in, but not to the extent of double-majoring. (However, a recognized minor may be used to complete the outside concentration requirement.)

In summary, a student must complete:

• 120 credit hours for graduation (45 of these credits must be at the 300-level or higher)
• 39 credits within the major
• 81 credits outside the major - of these,
  o 65 credit hours must be within the College of Arts and Sciences
  o 15 credits of outside concentration

In order to graduate, a student must achieve a 2.5 GPA in all journalism and mass communication courses. This is an average of at least half B’s and half C’s in the major. In addition, K-State requires a cumulative 2.0 GPA in all coursework to graduate.

**Journalism and Mass Communications Curriculum Requirements**

**Transfer students**

The College of Arts and Sciences limits the number of transfer hours that can be accepted to 60 credit hours from an accredited two-year college and 90 hours from an accredited four-year college. Only 12 hours of journalism and mass communications courses can count towards the major. Transfer credit for MC 241, 303 and 406 can only be accepted from accredited programs.

**Internships and practicum participation**

An internship offers students a “real world” experience that cannot be replicated in the classroom. This learning experience offers professional supervision in a mass communication work environment. For a work situation to qualify as an internship, a professional must supervise the student. The school does not “place” students in internships; rather, students arrange their own, often using contact provided by the school. Internships may be spread over more than one semester and can be paid or unpaid.

Internship announcements are posted on kstatejmintern.blog.com

Students in the public relations and journalism/digital media sequences are required to perform a 1-3 credit hour internship to graduate. Advertising students are strongly encouraged to pursue an internship.

To receive academic credit, students must complete an internship contract in advance and enroll in MC 491 for 1, 2 or 3 credits, based on a minimum of 120 work-hours per credit.

Prerequisite requirements for each sequence include:

• **Advertising:** completion of MC 456 Advertising Techniques
• **Journalism and Digital Media:** completion of MC 303 Advanced News Writing (for students with a print emphasis) or MC 406 Advanced Digital Reporting (for students with an electronic focus)
• **Public Relations:** completion of MC 280 Public Relations Writing and MC 380 Public Relations Strategy and Planning or MC 382 Public Relations Case Studies

This assures students will have completed essential skills courses in the sequence before performing pre-professional duties in an internship. Students without the prerequisite courses may still arrange an internship and benefit from the experience, but they cannot earn academic credit.

Overall, a student can earn a maximum of three credit hours from interning. Grading is based on the professional supervisor’s evaluation of the intern and on additional work in the MC 491 class. Failure to complete the Internship Contract in advance, or meet deadlines, carries a grade penalty. The JMC internship packet is available from the internship supervisor, professor Gloria Freeland, or can be downloaded from [http://tinyurl.com/jmcinternndoc](http://tinyurl.com/jmcinternndoc)

Media Practicums allow students to earn credit for working at campus media operations, such as the Collegian, the Royal Purple yearbook, KSDB-FM, or in special video production projects. Students are limited to one hour of credit per semester, which equals a total of 120 work hours supervised by the
instructor. Students may have a maximum of four hours of practicum on their transcript and are encouraged to work in a variety of media outlets.

Degree Options in the A. Q. Miller School of Journalism and Mass Communications

Advertising

The Advertising sequence prepares students for careers in creative, sales, media planning and management roles in advertising agencies, business firms, in the media (newspapers, magazines, radio and television), and in-house advertising and marketing departments.

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<thead>
<tr>
<th>REQUIRED COURSES</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>• MC 110 Mass Communication in Society</td>
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<td>• MC 120 Principles of Advertising</td>
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<td>• MC 221 Advertising Strategy &amp; Writing</td>
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<td>• MC 396 Mass Communications Research</td>
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<td>• MC 446 Advertising Media Planning</td>
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<td>• MC 456 Advertising Techniques</td>
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<td>• MC 466 Law of Mass Communications</td>
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<td>• MC 640 Advertising Campaigns</td>
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<tr>
<td><strong>SELECT ONE OF THE FOLLOWING 3-HOUR CLASSES</strong></td>
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<tr>
<td>• MC 557 Advanced Advertising Techniques</td>
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<td>• MC 623 Global Advertising</td>
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<td>• MC 665 Managing Integrated Strategic Communications</td>
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<td>• MC 670 Advertising and Social Responsibility</td>
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<td><strong>JMC ELECTIVES</strong></td>
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<td>Electives (3 hours must be 500-level or above)</td>
<td>12</td>
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Total hours required in the Advertising option: 39

**MC 110 Mass Communication in Society:** This course should be taken in a student’s first year at K-State. This course provides a broad historical and social overview of mass communications and its role and impact in society.

**MC 120 Principles of Advertising:** This course provides an overview of fundamental concepts and practices of advertising and examines the advertising field and its relationship to marketing and mass communication.

**MC 221 Advertising Strategy & Writing:** This course involves understanding and development of creative strategy and writing advertising messages for various media to meet advertising goals. Prerequisites: A passing score on the CST, a 2.5 GPA upon completion of 12 or more credit hours, and completion of MC 110 and 120.

**MC 396 Mass Communication Research:** This course focuses on the formulation of mass communication research and design, data collection and analysis, and the measurement of public opinion. Prerequisites: A 2.5 GPA after 30 credit hours, MC 110, and completion of a math or statistics course.

**MC 446 Advertising Media Planning:** This course focuses on analyzing audiences, examining media characteristics, and setting strategy for selecting, scheduling and buying of advertising media time and space. Prerequisites: MC 120 and MC 221 with grades of C or better.

**MC 456 Advertising Techniques:** This course deals with the planning, creation and production of advertising messages for the various mass communication media. Prerequisites: MC 120 and MC 221 with grades of C or better.
MC 466 Law of Mass Communications: This course examines freedom of expression and the limitations that exist in such areas as libel, privacy, copyright, obscenity, advertising, public relations and the electronic media. Prerequisite: Junior standing.

MC 640 Advertising Campaigns: This is the final course in the sequence and is taken after all other advertising courses are completed. This course involves the conceptualization of an advertising campaign for a client. Prerequisites: MC 396, MC 446, and MC 456 with grades of C or better.

MC 557 Advanced Advertising Techniques, MC 623 Global Advertising, MC 665 Managing Integrated Strategic Communications, or MC 670 Advertising and Social Responsibility: Completion of one of these courses is required, and we highly recommend taking others in this group as electives. Prerequisites: MC 557 requires MC 456 with grade of C or better; MC 623 requires MC 120 with a grade of C or better; MC 665 requires MC 120 or MC 180 with grade of C; and MC 670 requires MC 120 and 2.5 GPA upon completion of 60 or more hours.

Electives: A total of 12 elective credit hours in Mass Communication are required to meet the minimum 39 credit hours. One course of three credit hours must be at the 500-level or above. Any course in the school qualifies, but students must meet the prerequisite requirements for all courses they take. [If more than one course in the above “select one” list is taken, the additional course(s) become elective(s).]

Journalism and Digital Media

The Journalism and Digital Media sequence challenges majors to write, report and produce in all media delivery formats. All JDM students receive training in basic reporting skills, and they learn the basics of producing for print, audio, video and Web-based delivery systems. Yet, the curriculum is flexible enough to allow students to develop writing, reporting and production specialty areas.

PRINT FOCUS

Students who are interested in more traditional print media can adopt a focus in classes that teach newspaper and magazine reporting and production skills.

**REQUIRED COURSES**

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<tr>
<th>COURSE</th>
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<tr>
<td>MC 110 Mass Communication in Society</td>
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<tr>
<td>MC 200 News and Feature Writing</td>
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<td>MC 241 Editing</td>
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<td>MC 251 Digital News</td>
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<td>MC 303 Advanced News Writing</td>
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<td>MC 316 Computer Assisted Reporting</td>
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<td>MC 385 Media Practicum</td>
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<td>MC 416 Photojournalism</td>
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<td>OR</td>
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<td>MC 426 Magazine and Feature Writing</td>
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<td>MC 466 Law of Mass Communications</td>
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<td>MC 491 Mass Communications Internship</td>
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<tr>
<td>MC 580 Convergence Reporting</td>
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**SELECT ONE OF THE FOLLOWING 3-HOUR CLASSES**

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<thead>
<tr>
<th>COURSE</th>
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<tr>
<td>MC 564 History of Mass Communications</td>
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<td>MC 572 Global Mass Communication</td>
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<td>MC 573 Media Ethics</td>
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<td>MC 612 Gender Issues and the Media</td>
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<td>MC 685 Media Management</td>
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</table>

**ELECTIVES**

Electives (3 hours must be 500-level or above) 6

*Total hours required in the Journalism and Digital Media Print Focus: 39*
MC 110 Mass Communication in Society: This course should be taken in a student’s first year at K-State. This course provides a broad historical and social overview of mass communications and its role and impact in society.

MC 200 News and Feature Writing: This course offers a foundation in gathering information and writing it accurately, logically and compellingly. Prerequisites: A passing score on the CST and a 2.5 GPA upon completion of 12 or more KSU credit hours.

MC 241 Editing: This course emphasizes elements of the editing process in conjunction with publication design and graphic arts principles. Prerequisite: MC 200 with a grade of C or better.

MC 251 Digital News: The fundamental production skills associated with producing video news, including basic news writing, camera operation and editing techniques. Prerequisite: MC 200 with grade of C or better.

MC 303 Advanced News Writing: This advanced course is intended to improve the depth of students’ reporting and writing skills, and to hone their ability to think like journalists. Prerequisite: MC 200 with a grade of C or better.

MC 316 Computer-Assisted Reporting: This is an advanced reporting techniques and research class where students use the computer as a tool in news gathering and data analysis, as well as other reporting applications. Prerequisite: MC 200 with a C or better.

MC 385 Media Practicum: Students can gain valuable media experience by working on the staff of the Collegian, K-State’s daily newspaper and its companion on-line edition, the e-Collegian; the award-winning Royal Purple yearbook and its video DVD supplement; the operation of KSDB-FM, K-State’s award winning student radio station; or students can work on the staffs of television programs, such as the community news magazine, Manhattan Matters. Students must have two hours of practicum credits on their transcript to fulfill degree requirements. They may take only one hour of practicum per semester and they are limited to four hours of this class on their transcript. Students are encouraged to work in a variety of media practicum situations. Prerequisite: Instructor permission.

MC 416 Photojournalism: Students learn the art of telling the story through photographs in newspapers, magazines, Websites and other media. Prerequisite: MC 200 and MC 331 with grades of C or better.

MC 426 Magazine and Feature Writing: Preparation of feature stories and articles; techniques of market analysis and marketing of articles written in course. Prerequisite: MC 200.

MC 466 Law of Mass Communications: This course examines freedom of expression and the limitations that exist in such areas as libel, privacy, copyright, obscenity, advertising, public relations and the electronic media. Prerequisite: Junior standing.

MC 491 Mass Communication Internship: Students can earn one credit hour per 120 hours on the job in an approved professional setting that offers supervised experience. There is a maximum of three hours credit possible. Prerequisites: completion of MC 303 Advanced News Writing

MC 580 Convergence Reporting: A capstone course in reporting, writing and producing across multi-media platforms. Students produce stories for submission to campus media outlets, including the Collegian, the e-Collegian, the Royal Purple yearbook, KSDB-FM and the Cable Channel 8 television newscast. Prerequisites: completion of MC 303 Advanced News Writing

MC 564 History of Journalism, MC 572 Global Mass Communications, MC 573 Ethics in Mass Communication, MC 612 Gender Issues and the Media or MC 685 Media Management: Completion of one of these courses is required, and we highly recommend taking others in this group as electives. Prerequisites: All five classes require a junior standing.

Electives: Six additional credit hours in the major are required to total the minimum 39 credit hours. Any course in the school qualifies, but students must meet the prerequisite requirements for all elective courses. One three-hour course must be 500-level or above.
**ELECTRONIC FOCUS**

Courses in this sequence prepare students for writing, reporting and producing in various electronic production formats.

### REQUIRED COURSES

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<td>MC 385 Media Practicum</td>
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<td>MC 406 Advanced Digital News</td>
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<td>MC 408 Producing Digital News</td>
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<td>OR</td>
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<td>MC 471 Audio/Video Production</td>
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<td>MC 466 Law of Mass Communications</td>
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<td>MC 491 Mass Communications Internship</td>
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<tr>
<td>MC 580 Convergence Reporting</td>
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### SELECT ONE OF THE FOLLOWING 3-HOUR CLASSES

- MC 564 History of Mass Communication
- MC 572 Global Mass Communications
- MC 573 Ethics in Mass Communication
- MC 612 Gender Issues and the Media
- MC 685 Media Management

### ELECTIVES

Electives (at least 3 hours at 500-level or above) | 9

**Total hours required in the Journalism and Digital Media Electronic Focus:** 39

**MC 110 Mass Communication in Society:** This course should be taken in a student’s first year at K-State. This course provides a broad historical and social overview of mass communications and its role and impact in society.

**MC 200 News and Feature Writing:** This course offers a foundation in gathering information and writing it accurately, logically and compellingly. Prerequisites: A passing score on the CST and a 2.5 GPA upon completion of 12 or more KSU credit hours.

**MC 251 Digital News:** Basic audio, video and Web reporting, writing and production. Prerequisite: MC 200 with grade of C or better.

**MC 316 Computer-Assisted Reporting:** This is an advanced reporting techniques and research class where students use the computer as a tool in news gathering and data analysis, as well as other reporting applications. Prerequisite: MC 200 with a C or better.

**MC 385 Media Practicum:** Students can gain valuable media experience by working on the staff of the Collegian, K-State’s daily newspaper and its companion on-line edition, the e-Collegian; the award-winning Royal Purple yearbook and its video DVD supplement; the operation of KSDB-FM, K-State’s award winning student radio station; or students can work on the staffs of television programs, such as the community news magazine, Manhattan Matters. Students must have two hours of practicum credits on their transcript to fulfill degree requirements. They may take only one hour of practicum per semester and they are limited to four hours of this class on their transcript. Students are encouraged to work in a variety of media practicum situations. Prerequisite: Instructor permission.

**MC 406 Advanced Digital News:** Through reporting for KSDB-FM, campus TV news outlets and Websites, this course emphasizes reporting techniques, in-depth writing and various electronic production methods. Prerequisite: MC 251 with a grade of C or better.
MC 408 Producing Digital News: An advanced production course that emphasizes producing and directing techniques for video news and other information-oriented programming. This class is for students who want a heavier focus on informational programs and features. **Prerequisite:** MC 406 with a grade of C or better.

MC 466 Law of Mass Communications: This course examines freedom of expression and the limitations that exist in such areas as libel, privacy, copyright, obscenity, advertising, public relations and the electronic media. **Prerequisites:** Junior standing.

MC 471 Audio and Video Production: This class provides an emphasis on aesthetics of audio and video writing, producing, directing, sound recording, lighting, camera work, editing and mixing through various field and studio assignments. This class is provided for students who want a heavier emphasis in producing non-informational programming and features. **Prerequisite:** MC 251 with grade of C or better.

MC 491 Mass Communication Internship: Students can earn one credit hour per 120 hours on the job an approved professional setting that offers supervised experience. There is a maximum of three hours credit possible. **Prerequisites:** completion of MC 406 Advanced Digital News

MC 564 History of Journalism, MC 572 Global Mass Communication, MC 573 Ethics in Mass Communication, MC 612 Gender Issues and the Media or MC 685 Media Management: Completion of one of these courses is required, and we highly recommend taking others in this group as electives. **Prerequisites:** All five classes require a junior standing.

MC 580 Convergence Reporting: A capstone course in reporting, writing and producing across multimedia platforms. Students produce stories for submission to campus media outlets, including the Collegian, the e-Collegian, the Royal Purple yearbook, KSDB-FM and the Cable Channel 8 television newscast. **Prerequisites:** completion of MC 406 Advanced Digital News

**Electives:** Nine credit hours in the major are required to have the minimum 39 credit hours. Any course in the school qualifies, but students must meet the prerequisite requirements for all elective courses. One three-hour course must be 500-level or above.

**Public Relations**

The Public Relations sequence prepares students to manage communication programs of public and private organizations. The curriculum emphasizes writing, techniques, communication theory and managerial coursework.

**REQUIRED COURSES**

- **MC 110** Mass Communication in Society 3
- **MC 180** Fundamentals of Public Relations 3
- **MC 200** News and Feature Writing 3
- **MC 280** Public Relations Writing 3
- **MC 380** Public Relations Planning and Strategy 3
- **MC 382** Public Relations Case Studies 3
- **MC 396** Mass Communication Research 3
- **MC 466** Law of Mass Communications 3
- **MC 480** Public Relations Techniques 3
- **MC 491** Mass Communications Internship 1-3
- **MC 645** Public Relations Campaigns 3

**SELECT ONE OF THE FOLLOWING 3-HOUR CLASSES**

- **MC 539** Fundraising in Non-Profit Organizations
- **MC 557** Advanced Advertising and Public Relations Techniques
- **MC 625** Media Relations
- **MC 662** International and Intercultural Public Relations
- MC 665 Managing Integrated Strategic Communications
- MC 682 Seminar in Public Relations 3

**ELECTIVES**

Any MC course or courses 3-5

**Total hours required in the Public Relations Sequence:** 39

MC 110 Mass Communication in Society: This course should be taken in a student’s first year at K-State. This course provides a broad historical and social overview of mass communications and its role and impact in society.

MC 180 Fundamentals of Public Relations: This course focuses on persuasion principles involved in the management of communication between an organization and its publics.

MC 200 News and Feature Writing: This course offers a foundation in gathering information and writing it accurately, logically and compellingly. Prerequisites: A passing score on the CST and a 2.5 GPA upon completion of 12 or more KSU credit hours.

MC 280 Public Relations Writing: This course emphasizes the preparation of messages for different media, such as news releases, employee publications, public service announcements and video scripts. Prerequisites: MC 180 and MC 200 with grades of C or better.

MC 380 Public Relations Strategy and Planning: Public relations planning, including theory, techniques and models related to setting long-range and short-term goals and objectives; designing strategies and tactics; segmenting publics and designing effective messages; identifying appropriate message channels; communicating with top management; developing budgets; issue management. Prerequisites: MC 180 with a grade of C or better.

MC 382 Public Relations Case Studies: Study of historic and contemporary public relations using a case method approach. The course focuses on strategic planning and implementation by public relations managers. Students learn to assess and establish criteria for public relations programs under a variety of conditions. Prerequisites: MC 180 with grade of C or better.

MC 396 Mass Communication Research: This course focuses on the formulation of mass communication research and design, data collection and analysis, and the measurement of public opinion. Prerequisites: A 2.5 GPA after 30 credit hours, MC 110, and completion of a math or statistics course.

MC 466 Law of Mass Communications: This course examines freedom of expression and the limitations that exist in such areas as libel, privacy, copyright, obscenity, advertising, public relations, and the electronic media. Prerequisites: Junior standing.

MC 480 Public Relations Techniques: Focuses on the use of communications techniques in achieving organizational goals. Includes planning, application, and ethics of messages for print, electronic, and online media and for special events. Prerequisites: MC 280 Public Relations Writing with grade of C or better.

MC 491 Mass Communications Internship: Students can earn 1, 2 or 3 hours of academic credit by working in an approved professional setting that offers supervised public relations experience. Prerequisites: MC 280 and MC 380 or 382 with grades of C or better.

MC 539 Fundraising in Non-Profit Organizations, MC 557 Advanced Advertising and Public Relations Techniques, MC 625 Media Relations, MC 662 International and Intercultural Public Relations, MC 665 Managing Integrated Strategic Communications or MC 682 Seminar in Public Relations: Completion of one of these courses is required, and we highly recommend taking others in this group as electives. Prerequisites: MC 539, 625 and 662 require MC 280 with a grade of C or better, MC 557 requires MC 456 or 480 with a grade of B or better, MC 665 requires MC 120 or 180 with a grade of C or better and MC 682 requires MC 280, MC 380 and MC 382 with grades of C or better.
MC 645 Public Relations Campaigns: This course involves the conceptualization of public relations campaigns for clients, including audience analysis and the preparation of strategic plans. Prerequisites: MC 396 and MC 480 with grades of C or better.

Electives: Three to five credit hours in the major are required to have the minimum 39 credit hours. Any course in the school qualifies, but students must meet the prerequisite requirements for potential elective courses.

A Complete Listing of Courses in the Miller School

The preceding pages only list courses that are required for each degree option. As specified above, you will also need a certain number of elective classes to complete your 39-hour program; that is, courses in the Miller School that are not required as part of your degree plan. Choosing electives is an important part of your major for another reason: today’s media industry requires you to have a broad skill and knowledge background, meaning that you need to diversify your learning experience here at K-State as much as possible. So, as a guide to help you plan your degree, we are listing each course in the Miller School curriculum, including prerequisites, the credit hours awarded and the semester in which the course is usually offered (“I” means the fall semester, “II” is a spring class and “S” denotes the summer term).

MC 010. Pre-Major Orientation. (0) I. An orientation to studies in mass communication for pre-majors. Provides an overview of the curriculum, electives, extra-curricular activities in mass communications, the advising process and career options.


MC 112. Web Communication in Society. (3) I, II. History and social impact of the World Wide Web as a mass communication medium, with emphasis on applications in information dissemination, such as entertainment, advertising and public relations. Open to majors and non-majors.

MC 120. Principles of Advertising. (3) I, II. An examination of the advertising field and its relationship to marketing and journalism. Open to majors and non-majors.

MC 165. KSDB-FM Audition. (0) I, II, S. Production of music, news and/or sports audio to be evaluated by faculty in preparing students for an on-air position with student station KSDB-FM.

MC 180. Fundamentals of Public Relations. (3) I, II. Contemporary persuasive social science principles, processes and issues involved in the management between an organization and its publics. Open to majors and non-majors.

MC 200. News and Feature Writing. (3) I, II, S. Instruction in information gathering and writing techniques for the various media. Pr.: Passing score on JMC composition skills test and 2.5 GPA upon completion of 12 or more credit hours.

MC 221. Advertising Strategy & Writing. (3) I, II. Writing for the various media to reach or achieve advertising objectives. Setting communication goals within the context of writing to persuade and inform mass audiences. Pr.: Passing score on JMC composition skills test, 2.5 GPA upon completion of 12 or more credit hours, and completion of MC 110 and 120.

MC 241. Editing. (3) I, II. Fundamentals of micro and macro journalistic editing for print and digital media including industry standards, practices, and ethics. Pr.: MC 200 with a grade of C or better.

MC 251. Digital News. (3) I, II. Basic audio, video and Web reporting, writing and production. Pr.: MC 200 with grade of C or better.

MC 280. Public Relations Writing. (3) I, II, S. Examines various forms of contemporary public relations writing, with special emphasis on preparation of messages for different media and audiences. Pr.: MC 180 and MC 200 with a grade of C or better.
MC 290. **Topics in Mass Communications.** (1-3) I, II. Selected topics in the study of mass communication practices and principles. May be repeated for credit when topic varies.

MC 303. **Advanced News Writing.** (3) I, II. Intensive course emphasizing reportorial principles and practices. Pr: MC 200 with grade of C or better.

MC 310. **Sports Reporting.** (3) The study of today’s sports media environment with an emphasis on reporting, writing and producing sports stories for audio, video, print, Internet and other platforms. Pr.: MC 200 with grade of C or better.

MC 316. **Computer-Assisted Reporting.** (3) I, II. Issues and practices associated with using the computer as a tool in news gathering and data analysis, as well as other advanced reporting applications. Pr.: MC 200.

MC 331. **Digital Photography for Mass Media.** (3) I, II. Basics of composition, exposure, cropping and editorial judgment using converted analog and digital images and image-building software. Introduction to uses of digital photography in mass media such as newspapers, magazines, brochures and web sites. Pr.: 2.5 overall GPA on completion of 6 MC credits.

MC 341. **News Design.** (3) I, II. Design for both print and web versions of a news product, with emphasis on understanding the news in order to design visual components to enhance audience comprehension. Pr.: MC 241 with grade of C or better.

MC 380. **Public Relations Strategy and Planning.** (3) I, II. Public relations planning, including theory, techniques and models related to setting long-range and short-term goals and objectives; designing strategies and tactics; segmenting publics and designing effective messages; identifying appropriate message channels; communicating with top management; developing budgets; issue management. Pr.: MC 180 with a grade of C or better.

MC 382. **Public Relations Case Studies.** (3) I, II. Study of historic and contemporary public relations using a case-method approach. The course focuses on strategic planning and implementation by public relations managers. Students learn to assess and establish criteria for public relations programs under a variety of conditions. Pr.: MC 180 with grade of C or better.

MC 385. **Media Practicum.** (1) I, II, S. Practical work in student media operations of the school under supervision of an instructor, preparing students for work in the various media industries. Topics include newspaper, radio, yearbook and video. One hour of credit per semester, which equals a total of 120 work hours supervised by the instructor. May be repeated for a maximum of four hours. Enrollment requires a study and work plan approved by the instructor of record. Pr.: Instructor permission.

MC 396. **Mass Communication Research.** (3) I, II. Formulation of mass communication research and design. Appropriate methods of data collection and data analysis. Pr.: MC 110, a 2.5 GPA upon completion of 30 or more hours, and completion of a mathematics or statistics course.

MC 399. **Honors Seminar in Mass Communications.** (3) Pr.: Honors students only.

MC 404. **Public Affairs Reporting.** (3) I, II. Investigative reporting of local, state and national affairs. Pr.: MC 303 with grade of C or better.

MC 406. **Advanced Digital News.** (3) I, II. Advanced techniques of reporting, writing and producing news for audio, video and Web-related media. Pr.: MC 251 with grade of C or better.

MC 408. **Producing Digital News.** (3) I, II. An advanced production course that emphasizes producing and directing techniques for video news and other information-oriented programming. Pr.: MC 406 with a grade of C or better.

MC 411. **Yearbook Editing and Management.** (2) I. Planning, editing, layout, writing and financing a publication. Pr.: Instructor permission.
MC 416. Photojournalism. (3) The materials, principles, and processes of photography directed toward visual reporting in newspapers, magazines, and other media. Lectures, demonstrations and laboratory. Pr.: MC 200 and MC 331 with grades of C or better.

MC 421. Advertising Sales. (3) I. Advertising sales applied to print and electronic media. Includes designing and writing retail ads, campaign development, production and sales techniques. Legal, ethical and regulatory issues covered. Pr.: MC 120 or MKTG 400 with a grade of C or better, and a 2.5 GPA upon completion of 30 or more hours.

MC 426. Magazine and Feature Writing. (3) I. Preparation of feature stories and articles; techniques of market analysis and marketing of articles written in course. Pr.: MC 200.

MC 446. Advertising Media Planning. (3) I, II. The selection, scheduling, selling and buying of the various advertising media. Pr.: MC 221 with grade of C or better.

MC 450. Topics in Mass Communications. (1-3) I, II. Selected topics in the study of mass communication practices and principles. May be repeated for credit when topic varies.

MC 456. Advertising Techniques. (3) I, II. The planning, creation, and production of advertising messages for the various mass communications media. Pr.: MC 221 with grade of C or better.

MC 461. Web Techniques. (3) I, II. Develop expertise in the construction of websites with a solid emphasis on the appropriateness, integrity and quality of the content provided. Pr.: MC 200, 211 or 221 with grade of C or better.


MC 471. Audio and Video Production. (3) I, II. Emphasis on aesthetics of audio and video writing, producing, directing, sound recording, lighting, camera work, editing and mixing. Field and studio assignments. Pr.: MC 251 with grade of C or better.

MC 480. Public Relations Techniques. (3) I, II. Focuses on the use of communications techniques in achieving organizational goals. Includes planning, application and ethics of messages for print, electronic and online media and for special events. Pr.: MC 280 with grade of C or better.

MC 481. Video Techniques. (3) II. Theory and practice of field and studio production, video editing and using video for Web-based applications. Pr.: MC 276 with grade of C or better.

MC 491. Mass Communication Internship. (1-3) I, II, S. The student works in a professional capacity under proper professional and faculty supervision with reports from student and supervisor required. Pr.: 12 specified semester hours of MC courses and consent of instructor.

MC 499. Senior Honors Thesis. (2) Pr.: Honors students only.

MC 501. Advanced Web Communications. (3) I, II. Management of websites with a focus on solutions to the problems generated by vast quantities of information. Pr.: Instructor permission.

MC 531. Communication, Diversity and Social Change. (3) Examines how media cover social change, particularly racial issues, and studies the development of selected ethnic media in the United States. Pr.: Junior standing.

MC 535. Community Media. (3) II. Challenges facing smaller-market news media, including rural and small-town economics, technological issues, local audience composition, access and accountability, community involvement, and job prospects in community media. Pr.: Junior standing.

MC 539. Fundraising in Non-Profit Organizations. (3) I, in odd years. Theory and practice of public relations in non-profit organizations. Focuses on why and how people give to philanthropic causes. Pr.: MC 280 with grade of C or better.
MC 557. **Advanced Advertising and Public Relations Techniques.** (3) II. Emphasis on individual enhancement of creative concept development, advanced technical skills and portfolio development. Self-directed projects allow in-depth knowledge, understanding, and practice of advertising and public relations production methods. Pr.: MC 456 or MC 480 with grade of B or better.

MC 561. **Global Culture and the Internet.** (3) Intersession only. Examination of the impact of Western influences through Internet communication and technology on the shaping of a global culture; includes issues of commercialism, capitalism, colonialism, and tribalism and conflicts created by cultural clashes. Pr.: MC 110 or instructor permission.

MC 564. **History of Mass Communication.** (3) I, II. Growth and development of media and media technology in the United States and their economic, political and social significance. Pr.: Junior standing.

MC 561. **Global Culture and the Internet.** (3) Intersession only. Examination of the impact of Western influences through Internet communication and technology on the shaping of a global culture; includes issues of commercialism, capitalism, colonialism, and tribalism and conflicts created by cultural clashes. Pr.: MC 110 or instructor permission.

MC 564. **History of Mass Communication.** (3) I, II. Growth and development of media and media technology in the United States and their economic, political and social significance. Pr.: Junior standing.

MC 572. **Global Mass Communication.** (3) I, II. Comparative study of world media systems and the role of mass communication in national development. Pr.: Junior standing.

MC 573. **Ethics in Mass Communication.** (3) I, II. Making ethical decisions in mass media fields and the principles on which those decisions are based. Pr.: Junior standing.

MC 575. **Advanced Multimedia Techniques.** (3) I. Theory and practice of multimedia mass communication, with emphasis on pre-production planning, authoring, and development of computer-based audio, video, and graphic materials. Pr.: MC 276, MC 303, MC 456 or MC 480 with grade of C or better.

MC 576. **Mass Communications and Political Campaigns.** (3). I. The roles of journalism, advertising and public relations in political campaigns. Examines campaign communication strategies, staffing, and the role of political consultants. Analyzes how voter decision making is affected by mass communications and how voters develop attitudes about candidates and issues. Pr.: MC 110 and either MC 200, MC 211 or MC 221.

MC 580. **Convergence Reporting.** (3) I, II. S. Reporting, writing and producing across multi-media platforms. Students produce stories for submission to campus media outlets, including the Collegian, the e-Collegian, the Royal Purple yearbook, KSDB-FM and the Cable Channel 8 television newscast. Pr.: MC 303 or MC 406, senior standing.

MC 589. **Issues in Mass Communication.** (1-3) I, II. Advanced topics in mass communication practices and principles. May be repeated for credit when topic varies.

MC 593. **Producing and Directing for Video.** (3) II. Practical experience in planning, producing, directing and posting studio and field video productions. Special emphasis on advanced production techniques and managing project development. Pr: MC 276 with grade of C or better.

MC 600. **Media Economics.** (3) I, II. Study of the various economic models applicable to media firms, and application of basic economic concepts and analytical tools necessary to evaluate media company behaviors and business strategies and assess the merits of public policies toward the media industry. Pr.: Junior standing.

MC 605. **Supervision of School Publications.** (3) A methods course for those planning to teach secondary or community college journalism courses and advise high school or community college publications.

MC 612. **Gender Issues and the Media.** (3) II. The portrayal of women and men by the media, and media employment issues based on gender. Pr.: Junior standing and one course in MC or women's studies.

MC 623. **Global Advertising.** (3) I, II. Issues associated with advertising in a global environment, including cultural impact, international media, regulation, ethics and digital media technologies. Pr.: MC 120 with a grade of C or better.

MC 625. **Media Relations.** (3) II, in odd years. Examines management skills necessary for establishing, maintaining, and evaluating a media relations program. Discussion includes working with
journalists, conducting media events, preparing spokespersons and developing crisis communications. Pr.: MC 280 with grade of C or better.

MC 640. Advertising Campaigns. (3) I, II. The management, development and execution of consumer, industrial, and institutional advertising campaigns. Pr.: MC 396, MC 446, and MC 456 with grades of C or better, senior standing.

MC 645. Public Relations Campaigns. (3) I, II. Advanced study of an organization’s public relations needs. Includes researching the situation, analyzing audiences, and preparing strategic plans for approved clients. Pr.: MC 396 and MC 480 with grades of C or better.

MC 655. Electronic Media Programming. (3) II. The principles, planning and development of radio-television-cable programs and schedules. Pr.: MC 211 with grade of C or better, and a 2.5 GPA upon completion of 30 or more hours.

MC 662. International and Intercultural Public Relations. (3) II, in even years. Global diversity in business, governmental and charitable organizations and the demographic changes within countries and across communities that affect the role and practice of public relations worldwide. Pr.: MC 280 with grade of C or better.

MC 665. Managing Integrated Strategic Communications. (3) II. Investigation of managerial decision making in advertising and public relation programs. Emphasizes strategic and logical thinking in the decision-making process. Theories and practices from media management, social/cognitive psychology and integrated communication. Pr.: MC 120 or MC 180 with grade of C or better.

MC 670. Advertising and Social Responsibility. (3) Examines social, ethical, and legal issues and problems facing the advertising industry, and its relationship to the consumer. Pr.: MC 120 and 2.5 GPA upon completion of 60 or more hours.

MC 680. Readings in Mass Communications. (1-3) I, II. Investigation of the literature of mass communications. Three books per credit hour. Pr.: Senior or graduate standing and consent of supervisory instructor.

MC 682. Seminar in Public Relations. (3) I, in even years. Contemporary topics in public relations practice, theory and research. Pr.: MC 280, MC 380 and MC 382 with grades of C or better.

MC 685. Media Management. (3) I, II. Issues, ethics and practices in managing media companies, with special emphasis on problems and practices in converged media operations. Pr.: Junior standing.

MC 690. Problems in Mass Communications. (1-4) I, II. Pr.: Background from courses needed for problems undertaken.

MC 710. History of Mass Communication. (3) I, II. Growth and development of the electronic media in the United States and their economic, political and social significance. Pr.: Graduate standing, or senior standing, with a 2.5 GPA and completion of a U.S. history course.

MC 712. Environmental Communications. (3) I, II. Combines theoretical discussions with practical experience regarding communications about environmental issues and provides introduction to natural and applied science topics related to a communications plan. Pr.: Senior standing.

MC 720. Ethics in Mass Communications. (3) I, II. Moral analysis, argument, and decision-making by the mass communicator. Pr.: Graduate standing, or instructor permission with a 2.5 GPA and completion of a philosophy course.

MC 725. International Communications. (3) I. Comparative study of world media systems and the role of mass communications in national development. Pr.: Graduate standing, or instructor permission with a 2.5 GPA.

MC 730. Seminar on Issues in the Media. (3) A study of philosophical and technological advances in mass communications with emphasis on projected patterns of future growth and development. May
be repeated once for credit when topic varies. Pr.: Graduate standing, or instructor permission with a 2.5 GPA.

**MC 740. Colloquium in Mass Communications.** (1-3) Discussion of selected topics in mass communications research and practice. May be repeated once for credit when topic varies. Pr.: Graduate standing or instructor permission.

**MC 745. Seminar in Mass Communication Law.** (3) Analysis of mass communications freedoms and limitations in such areas as defamation, privacy, copyright, censorship, obscenity, and advertising and electronic media regulation. Pr.: Graduate standing.

**MC 765. Communication Theory.** (3) I. An examination of major communication theories as they relate to mass communications. Pr.: Graduate standing, or instructor permission with 2.5 GPA.

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**Curriculum Requirements:**

**College of Arts and Sciences**

JMC students have the option of completing Arts and Sciences curriculum requirements for either the Bachelor of Arts (B.A.) or the Bachelor of Science (B.S.) degree.

**Plus, Choose One:**

- **Bachelor of Science:** 1 advanced science course and 3 courses in math, logic, computer programming or statistics
- **Bachelor of Arts:** 1 math course and a sequence of courses culminating in Level 4 in a single foreign language

As a guide to fulfilling college requirements, checkmark each box upon completion of the requirement. When given a choice of courses, write the name of the completed course on the designated line.

☐ ENGL 100 Expository Writing I

Introduction to expressive and informative writing. Frequent discussions, workshops and conferences. Offers extensive practice in the process of writing: getting ideas, drafting, analyzing drafts, revising and editing. ENGL 110, Honors English I, also fulfills this requirement.

☐ ENGL 200 Expository Writing II

Introduction to writing persuasively and in response to literature. As with ENGL 100, this class uses discussions, workshops, and conferences, and emphasizes the writing process. Prerequisites: ENGL 100 or 110 and sophomore standing.

☐ COMM 105 or COMM 106 Public Speaking

Principles and practice of message preparation, audience analysis, presentational skills, and speech criticism permitting greater practice in oral presentation. Students may take either the three-credit COMM 106 or the two-credit COMM 105. The Miller School strongly recommends the three-credit-hour course because it provides students with more public speaking experience. Quiz-out is available for advanced students.

**Humanities**

Four courses are required and they must total a minimum of 11 credit hours. All courses must be 2 or more credit hours. A course cannot be used to satisfy more than one humanities or social science requirement.

☐ Fine Arts (Course: ___________________________

**Purpose:** To ensure some interpretive or expressive competence in a traditional nonliterary mode of artistic expression (one course, or at least two credits).

- **Anthropology:** ANTH 515 Creativity & Culture; ANTH 516 Ethnomusicology; or ANTH 517 African American Music and Culture
• **Art:** ART 301 Human Form and Composition; ART 305 Introduction to Museum Studies; ART 400 Computer Imaging; ART 560 Art for the Exceptional Individual; or ART 636 Color Printmaking Workshop

• **Art History:** any course

• **Art Technique:** ART 200 to 799

• **Dance:** DANCE 181 Tap I; DANCE 205 Dance as an Art Form; DANCE 323 Modern Dance II; DANCE 324 Modern Dance III; DANCE 325 Ballet I; DANCE 326 Ballet II; DANCE 371 Jazz Dance II; DANCE 381 Tap II; DANCE 399 Honors Seminar; DANCE 459 History of Dance in Its Cultural Setting; or DANCE 520 Principles of Dance Technology

• **College of Arts and Sciences Dean’s Office:** DAS 100 First Year Seminar in K-State Culture

• **Music:** MUSIC 100 Music Fundamentals; MUSIC 112 University Chorus; MUSIC 170 History of Rock and Roll; MUSIC 210 Music Theory I; MUSIC 220 Topics in Music; MUSIC 230 Music Theory II; MUSIC 245 Introduction to American Music; MUSIC 250 Introduction to Music; MUSIC 255 Lower Division Performance; or MUSIC 280, 310, 385, 420, 424, 455,480, 570, 601, or 650

• **Theatre:** THTRE 260 to 799

☐ **Philosophy** (Course: ________________________)

**Purpose:** To ensure some interpretive or expressive competence in the fundamental conceptual issues of human thought and activity.

• Any philosophy course except 110, 320 or 510

☐ **Western Heritage** (Course: ________________________)

**Purpose:** To ensure some interpretive or expressive competence regarding the institutions, traditions, and values that shaped Western civilization.

• **American Ethnic Studies:** AMETH 160 Introduction to American Ethnic Studies; AMETH 449 Comparative Ethnic Studies I; AMETH 450 Comparative Ethnic Studies II; AMETH 451 African American Perspectives; AMETH 452 American Indian Perspectives; AMETH 453 Latino/a Perspectives; AMETH 454 Asian American Perspectives; AMETH 501 Recitation Leadership; or AMETH 560 Topics in American Ethnic Studies

• **College of Arts and Sciences Dean’s Office:** DAS 300 The Great Conversation: Primary Texts Certificate Core Course

• **English Humanities:** ENGL 230 Classical Cultures; ENGL 231 Medieval and Renaissance; ENGL 233 Reformation to Enlightenment; or ENGL 234 Modern

• **History:** any course dealing with the Greco-Roman, Western European, or North American experience; HIST 515 History of Sport (cross-listed with KIN 515)

• **Kinesiology:** KIN 515 History of Sport

• **Modern Languages:** FREN 514 French Civilization; GRMN 530 German Civilization; SPAN 565 Spanish Civilization; SPAN 566 Hispanic-American Civilization; or SPAN 572 Mexican Film

• **Music:** MUSIC 245 Introduction to American Music

• **Political Science:** POLSC 301 Introduction to Political Thought; POLSC 614 Constitutional Law I; POLSC 615 Constitutional Law II; POLSC 661 Political Thought: Classical to Sixteenth Century; POLSC 663 Political Thought: Since the Sixteenth Century; POLSC 667 American Political Thought; or POLSC 671, 675 and 799

• **Sociology:** SOCIO 507 Comparative Political Sociology

• **Theatre:** THTRE 572 History of Theatre I; THTRE 573 History of Theatre II

• **Women’s Studies:** WOMST 105 Introduction to Women’s Studies; or WOMST 205, 410, 480, 500, 551 and 610

☐ **Literary or Rhetorical Arts** (Course: ________________________)

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Purpose: To ensure some interpretive or expressive competence in a traditional literary or rhetorical mode of artistic expression.

- **English:** ENGL 220 to 799 except ENGL 300, 400, 415, 430, 435, 476, 490, 492, 499, 516, 600, 601, 602, 603, 604, 757, or 759
- **Communication:** COMM 120 Intro to Human Communication; COMM 325 Argumentation and Debate; or COMM 480 Intercultural Communication
- **Modern Languages:** any literature course, including literature in translation
- **Political Science:** POLSC 670 Law, Politics, and Literature
- **Theatre:** THTRE 370 Dramatic Structure, 662 Playwriting or 764 Early American Theatre

* Exception: Students in the Bachelor of Science program who take two courses in one foreign language may use these to satisfy the requirements for Western heritage and for literary and rhetorical arts.

### Social Sciences

Four courses to total a minimum of 12 credit hours. Courses must be taken from at least three disciplines. One course must be 500-level or above or carry a prerequisite which you already have taken in the same department.

**Purpose:** To acquaint students with the adaptation of scientific method to the analysis of human social systems.

- **Social Science**
  - (Course: _________________________)
  - (Course: _________________________)
  - (Course: _________________________)
- **Cultural Anthropology:** any course including archaeology
- **Economics:** any course
- **Geography:** any course except GEOG 221, 321 or 535
- **History:** any course
- **Political Science:** any course
- **Psychology:** any course
- **Sociology:** any course

* Or one course from the following list:
  - American ethnic studies—AMETH 160, 499, 501, 550, or 650
  - Anthropology—ANTH 520
  - Communication Studies—COMM 323, 326, 420, 425, 435, 526, 542, 550, 720, 726, 742, or 756
  - Gerontology—GERON 315, 600, or 615
  - Kinesiology—KIN 320, 330, 345, 346, or 435
  - Linguistics—any course except LG 601
  - Women’s Studies—WOMST 105, 205, 300, 450, 480, 500, 551, 590, or 610

- **Advanced Social Science**
  - (Course: _________________________)

One course from a social science discipline must be numbered 500-level and above, or require prerequisite course which has already been taken in the same department.

### Natural Sciences

Three courses, totaling at least 11 credit hours.
Life Science with a lab:  
(Course: _______________________)  

Purpose: To introduce students to the systematic study of organisms and their interrelationships.

- **Biochemistry:** any course  
- **Biology:** any course  
- **Paleobiology:** GEOL 581 Invertebrate Fossils; or GEOL 704 Paleoecology  
- **Physical Anthropology:** ANTH 280 Introduction to Physical Anthropology; ANTH 281 Introduction to Physical Anthropology Laboratory; ANTH 680 Survey of Forensic Sciences; ANTH 684 Forensic Medicine and the Investigation of Death; ANTH 688 Paleoanthropology; or ANTH 691, 694 or 695  

Physical Science with a lab  
(Course: _______________________)  

Purpose: To introduce students to the appropriate attitudes and methods that characterize the systematic study of matter and energy.

- **Biochemistry:** BIOCH 265 to 799  
- **Chemistry:** any course  
- **Environmental Geography:** GEOG 221 Environmental Geography I; GEOG 321 Environmental Geography II; GEOG 535 Fundamentals of Climatology; or GEOG 735 Topics in Climatology  
- **Geology:** any course except GEOL 581 or 704.  
- **Physics:** any course  

Life or Physical Science  
(Course: _______________________)  

One additional natural science course selected from the life or physical sciences, with or without a lab. This can be any science course from areas such as biology, biochemistry, chemistry, environmental geography, geology, physics or physical anthropology. May also include:

- **Kinesiology:** KIN 220 Biobehavioral Bases of Exercise or KIN 310 Measurement and Research Techniques in Kinesiology  

International Studies Overlay  
Purpose: To equip students better to become citizens of a world where the most important problems are unavoidably defined in international terms and to understand cultures of the world outside the Western tradition. Students must take one course of which at least half is devoted to: economic, political, and social relations or interactions between or among different countries, in which the major focus is upon the interdependency of nations of the modern world; or contemporary features or historical traditions of non-Western (excluding those dealing primarily with Green, Roman, Western European, or North American experience). Courses that satisfy requirements in the major, humanities or social sciences may dually count here.

International Studies Overlay  
(Course: _______________________)  

- **Anthropology:** ANTH 200, 204, 220, 260, 505, 508, 511, 512, 515, 516, 517, 536, 545, 550, 604, 618, 630, 634, 673, or 676  
- **Communication Studies:** COMM 480, 756, or 780  
- **Economics:** ECON 505, 507, 536, 681, or 682  
- **English:** ENGL 580 Selected World Literature  
- **Geography:** GEOG 100, 200, 201, 505, 620, 622, 640, 650, or 715  
- **History:** HIST 112, 250, 303, 330, 332, 501, 504, 505, 509, 510, 514, 543, 544, 545, 545, 560, 561, 562, 576, 577, 578, 591, 592, 593, or 598  
- **Journalism and Mass Communications:** MC 662 or 725  
- **Management:** MANGT 690 International Management  
- **Marketing:** MKTG 544 International Marketing
• Modern Languages: Any Level 4 or above language course in French, German, and Spanish, including translation courses

• Political Science: POLSC 333, 505, 511, 541, 543, 545, 622, 623, 624, 626, 627, 629, 643, 645, 647, 651, 652, 653, or 655

• Sociology: SOCIO 363, 505, 507, 522, 535, 618, or 742

• Women's Studies: WOMST 380 Women and Global Social Change; or WOMST 580 Women and Religion.

The Bachelor Of Arts (B.A.) Degree

The Bachelor of Arts (BA) degree entails completing a foreign language and one math class.

Math

One three-credit course, 100–799 level, or any other course for which there is a mathematics prerequisite, must be completed.

☐ Mathematics (Course: ________________________)

Purpose: To give students a college-level competence in mathematical reasoning and analysis. Any course used to satisfy this requirement cannot be used to satisfy any other general education requirement.

Foreign Language

Bachelor of Arts students must complete a course sequence culminating in a Level 4 class in a single foreign language.

Students wanting credit for language proficiency should consult with the Department of Modern Languages, which gives proficiency exams. Waiver of the Level I course means only three courses in that same foreign language are required.

Purpose: To bring students to a point at which they are able to proceed on their own to a command of a second language, a necessity for access to international cultures and to much primary and secondary material in many special fields.

• Arabic
• Chinese
• French
• German
• Hindi
• Italian
• Japanese
• Latin
• Portuguese
• Russian
• Urdu
• Spanish
• Swahili
• Urdu
The Bachelor of Science (B.S.) Degree

The Bachelor of Science (BS) degree entails completing an advanced science course and three quantitative courses.

☐ Advanced Natural Science (Course: _____________________)

One course, three credit hours minimum, with a prerequisite in the same department. For this requirement, biochemistry courses with a chemistry prerequisite qualify as upper-level courses.

Purpose: To give students who elect the Bachelor of Science degree an especially solid foundation in the natural sciences.

- All courses formerly listed under life and physical sciences
- Kinesiology: KIN 330 Biomechanics, 335 Physiology of Exercise, or 650 Development of Motor Control
- Psychology: PSYCH 470 Psychobiology or 480 Fundamentals of Perception and Sensation

Quantitative and Abstract Formal Reasoning

Purpose: To give students training in a clear, non-ambiguous, simplified language for the efficient transfer and logical analysis of information, a common method for communicating scientific data.

☐ Quantitative Reasoning (Course: _____________________)

A course that satisfies this requirement may, at the same time, be used to satisfy any major requirement for which it qualifies. Fulfill this requirement in one of three ways:

1. Three courses, nine credit hours minimum, selected from:
   - Computer Science: CIS 111, 200 or above
   - Mathematics: MATH 100 level or above
   - Philosophy: PHILO 110 Introduction to Formal Logic; PHILO 112 Causal and Statistical Reasoning; PHILO 320 Symbolic Logic I; or PHIOL 510 Symbolic Logic II
   - Statistics: any course

2. One course and its Level II prerequisite, selected from:
   - Geography: GEOG 700 (with a statistics course)
   - Physics: PHYS 113 (with MATH 150); PHYS 223 (with MATH 221); PHYS 224 (with MATH 221); PHYS 325 (with MATH 222); or PHYS 452 (with MATH 150)
   - Sociology: SOCIO 520 (with STAT 325)
   - Social Work: SOCWK 330 and 530 (with STAT 330)

3. Equivalent competency: Competency may be demonstrated by taking two Level II or one Level III course from:

Level II courses (two courses):
• **Computer Science:** CIS 200 Fundamentals of Software Design and Implementation
• **Mathematics:** MATH 150 Plane Trigonometry; MATH 205 General Calculus and Linear Algebra; MATH 210 Technical Calculus I; or MATH 312 Finite Applications of Mathematics
• ** Philosophy:** PHILO 510 Symbolic Logic II
• **Statistics:** STAT 325, 340, 350, 702 or 703

Level III courses (one course):
• **Computer Science:** CIS 300 Data and Program Structures
• ** Mathematics:** MATH 220 Analytic Geometry and Calculus I
• **Philosophy:** PHILO 701 Topics in Metalogic
• **Statistics:** STAT 341, 351, 704 or 705

### Outside Concentration

Students are also required to develop a focused area of expertise outside of journalism and mass communications, which entails taking a minimum of 15 hours in another discipline on campus. Students can meet this requirement by completing one of the following plans:

**Option 1.** A minimum of 15 credit hours of coursework taken in another department or academic program will satisfy the outside concentration requirement. This grouping of hours must include at least two advanced courses, either classes that require a prerequisite, which the student has taken, or courses numbered at the 500-level or higher.

Up to two courses used to fulfill general College of Arts and Sciences requirements, but not English 100, English 110, English 125, English 200, Speech 105, or Speech 106, may be counted toward completion of the outside concentration.

**Option 2.** A minimum of 15 credit hours of related coursework from two or more departments or academic programs may satisfy the outside concentration requirement. Students choosing a “custom” outside concentration such as this must have their coursework plan approved by their faculty adviser in JMC. At least two of the courses must be advanced courses at the 500-level or higher, or classes with a prerequisite which you have taken. The Associate Director for Undergraduate Studies will review custom concentrations. If the Associate Director has doubts about the appropriateness of a custom concentration, the question will be taken to the Miller School’s Curriculum Committee.

Up to two courses used to fulfill general College of Arts and Sciences requirements, but not English 100, English 110, English 125, English 200, Speech 105, or Speech 106, may be counted toward completion of the outside concentration.

**Option 3: Minor.** Students who declare a minor entirely within a single department or academic program are required to complete the requirements of the minor. Students who declare an interdisciplinary minor are expected to complete the requirements of the minor. Completion of a minor satisfies the outside concentration requirement.

**Option 4: Secondary Major.** Students who declare and complete a secondary major—a major that is interdisciplinary and not within a single department—automatically satisfy the outside concentration requirement.

**Option 5: Dual Major.** Students who declare and complete a second or "dual major" in another department or academic program automatically satisfy the outside concentration requirement.
The K-State 8 General Education Program encourages students to be intellectual explorers and assists students in developing a diverse set of beginning literacies to reflect a breadth of general knowledge. This broad exposure is designed to awaken and ignite students' interest in varying disciplines. Within the K-State 8, students and advisors will plan programs of study to promote exposure to a breadth of learning that includes eight areas. The emphasis and the amount of study in each area will undoubtedly vary for each student, depending upon his/her choice of major and other interests. Nevertheless, each student's program of study must include an exploration of all eight areas.

Each student must successfully complete credit-bearing courses/experiences to cover all of the K-State 8 areas. Some of the K-State 8 areas may be covered in the student’s major. The intent of the K-State 8 is for students to explore the perspectives of disciplines that may be quite different from those of their own majors. For that reason, a minimum of four different course prefixes (e.g., AGEC, MATH, FSHS) must be represented in the fulfillment of the K-State 8 requirements.

When a course is tagged for two K-State 8 areas, the student may count that course toward both areas. However, advisors are strongly encouraged to recommend that students enroll in a sufficient variety of courses and experiences to offer them a genuine breadth of perspective.

Areas:

Aesthetic Experience and Interpretive Understanding. Students will develop interpretive skills and heighten aesthetic responses to literature, the performing arts, and the visual arts.

Empirical and Quantitative Reasoning. Students will gather and evaluate information, weigh alternative evidence, understand the likelihood of particular outcomes, and recognize when available evidence is inadequate to draw a conclusion.

Ethical Reasoning and Responsibility. Students will think through ethical dilemmas, make sound decisions when facing real-life situations, and apply ethical standards to social and environmental issues.

Global Issues and Perspectives. Students will be aware of values, perspectives, beliefs, behaviors, policies and customs from around the world by exploring the interdependence of people, nations and systems across the globe.

Historical Perspectives. Students will realize the need to understand the past and thoughtfully consider the future to contextualize current knowledge, to glimpse how it may continue to develop and to examine the roles they might play.

Human Diversity within the U.S. Students will develop an awareness of self and multiple perspectives about U.S. society and how group affiliation affects people’s perceptions and experiences.

Natural and Physical Sciences. Students will use central facts, ideas and theories related to the study of living systems and the physical universe to evaluate the merit of scientific and technological claims.

Social Sciences. Students will understand how individuals, families, groups, institutions, governments and societies behave and influence one another and the natural environment; and analyze and understand interactions of various social factors that influence behavior at these multiple levels.
Journalism and Mass Communications Curriculum Workbook

Advertising

Journalism and Digital Media

Public Relations

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