

JMJC

Curriculum Guide

2014-2015

Advertising

Journalism and Digital Media

Public Relations



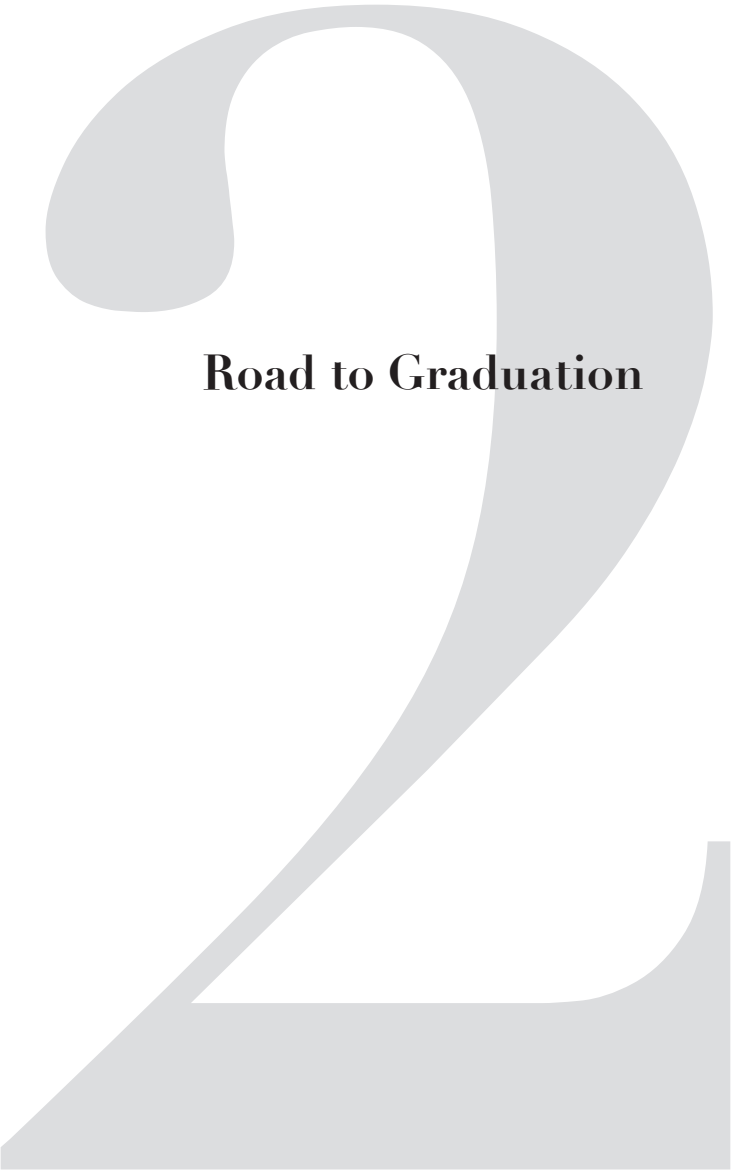
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Road to Graduation

Welcome to K-State's A.Q. Miller School of Journalism and Mass Communications

"Am I taking the right classes?"

"Is the class I'm taking going to count toward graduation?"

"What do I need to do to graduate?"

These are common questions for students on their journey toward graduation. Everyone knows there are requirements that are needed to graduate, but not everyone knows what classes will meet those requirements.

To avoid setbacks and eliminate frustration, we're providing this guide to provide **clarity** and **understanding**, so your journey will be marked with **confidence** as you enroll each semester and take steps toward the goal of graduation.

Think of this as **your guide** as you execute your game plan **to graduate** with a degree in advertising, public relations or journalism and digital media. Combined with a first-class education from award-winning faculty, you will graduate on time, equipped with knowledge and experience, and be prepared for a successful career. This is the start of an amazing journey and we're excited to see where it will lead you.

How to Use This Guide

- Start an Enrollment Folder for your home files and keep this in it.
- Track your progress toward graduation.
- Use it each semester as you enroll so you know what requirements you need and what your options are for classes to fulfill them.

Two Steps to Graduation

Step 1: Enter as a Pre-Major

Step 2: Apply to the Miller School

All students enter our program as pre-majors. There are a few requirements our students need to meet before moving into the Miller School and becoming a major in advertising, public relations or journalism and digital media.

Incoming freshmen

To move from pre-major to major, five things need to be completed before you can apply to the Miller School. Those five things are:

- Pass MC 110 with a C or better
- Complete 30 hours of college credit
- Complete 12 hours at K-State
- Establish a 2.5 GPA or higher
- Pass the Composition Skills Test (CST)

Transfer students

Transferring with 30+ hours:

If you are transferring 30 or more hours, including an equivalent to MC 110, and have a 2.5 GPA or higher, you simply need to pass the CST and you are ready to apply. This can be accomplished in your first semester at K-State.

Transferring with less than 30 hours and/or below 2.5 GPA:

If you are transferring less than 30 hours or have a GPA below 2.5, you will need to get a 2.5 GPA in 15 hours of K-State courses as well as pass the CST. This can be accomplished in as little as one semester.

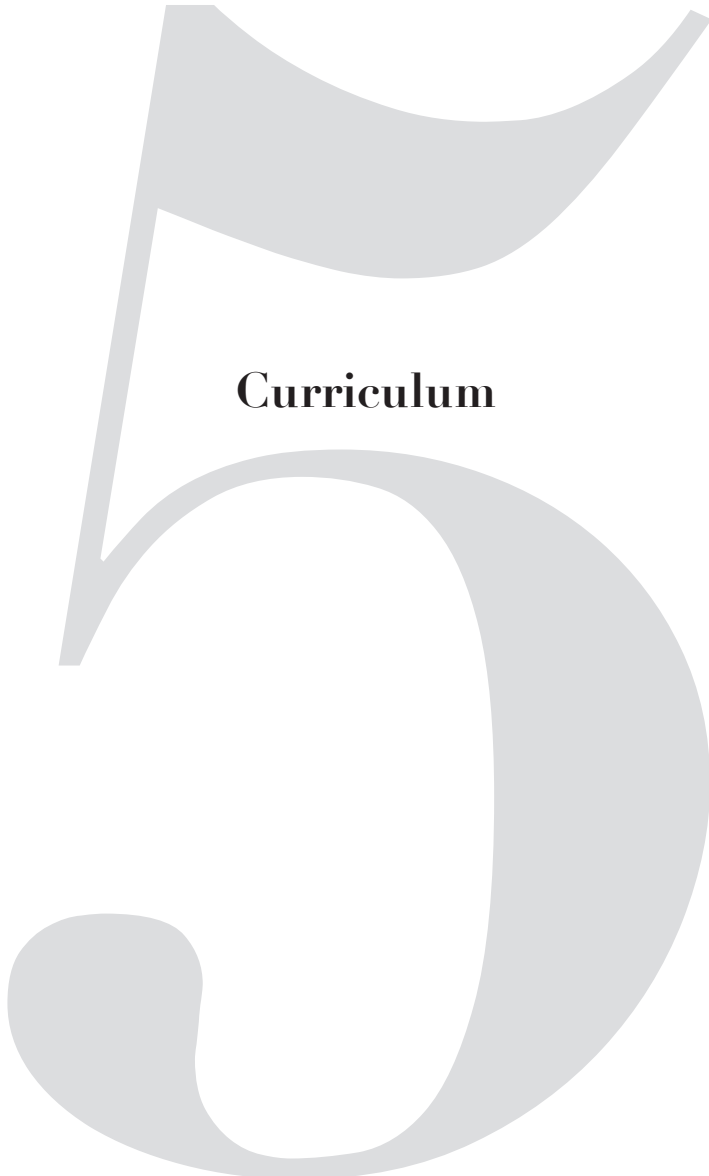
Application to Miller School

Once the aforementioned requirements are met, you are ready to apply to the Miller School. For incoming freshmen, this generally happens in your second year at K-State. The application process is simple and includes three elements:

- Submit a declaration page indicating which sequence you will major in
- Write a statement of purpose expressing your career goals
- Provide a graduation plan

Applications can be downloaded at: jmc.k-state.edu/current/howtoapply

More information about the application process can be found on page 42.



Curriculum

Curriculum: What do I need to do to graduate?

Here's what you need to do to graduate:

- You need to complete a minimum of 120 hours of college credit.
- Of those 120 hours, 39 will come from your JMC sequence of interest (advertising, public relations or journalism and digital media).
- The other 81 hours will come from classes outside the Miller School.
- Of those 81 hours, 65 must be from the College of Arts and Sciences.
- All of our students are required to have an Outside Concentration, which is a minimum of 15 hours in a concentrated area of study outside of JMC. More information about this Outside Concentration can be found below.

There are three areas students need to build hours in to graduate. Think of them as three buckets to fill.



Journalism and Mass
Communications



Arts and Sciences
Requirements



Outside
Concentration

Journalism and Mass Communications – 39 hours minimum

The study of journalism and mass communications provides students with the tools to effectively function – both as information creators and consumers – in an information-intensive society. All of our JMC sequences require 39 hours to complete. Each sequence has specific requirements, which will be detailed on the following pages. To learn more, go to page 7.

Arts and Sciences Requirements* – 65 hours minimum

Our journalism school is part of the College of Arts and Sciences. As such, the college has several areas of study that are required for students to complete to fulfill the *college's goal to prepare students to be knowledgeable people in a complicated world* by providing depth in the major areas of knowledge outside of a student's field of specialization. To learn more, go to page 22.

*This includes the university's K-State 8 General Education Program. K-State 8 encourages students to be intellectual explorers and assists students in developing a diverse set of beginning literacies to reflect a breadth of general knowledge. The good news for our students is that all eight areas within K-State 8 are covered in the Arts and Sciences requirements! So, our students can rest easy and do not need to worry that they might be surprised by something missing in the K-State 8 requirements.

Outside Concentration – 15 hours minimum

All JMC students are required to have an outside concentration, which is simply a concentrated area of study outside of journalism and mass communications. The purpose is to be strategic with elective hours by concentrating them in an area of study that may relate to your career aspirations or helping you to deepen your knowledge in an area of interest. Students may choose to pursue a minor or even a secondary major for this area, but it is not required to do so to graduate. All that is required is 15 hours in a specific area with two courses being at the advanced level. To learn more, go to page 39.



**Journalism and Mass Communications
Curriculum Requirements
by Sequence**

Advertising

Advertising is and has always been about “the brand.” It is creative, it is magical and it is entertaining. As Bill Bernbach, an advertising creative director, once said: “Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.” Advertising is not driven by numbers but uses them. Research provides a foundation but not a map to success.

At the Miller School we teach students the core elements of advertising – from the creation of a strategy to the X-factor to the final creative product. ***We break rules.*** We look for new ways to reach the target; we help students look critically at the marketplace. Of course we include the latest platforms, including social networks like Facebook, Twitter and LinkedIn. But, just as important, we look for the X-factor: the one element that will reach the target consumer at the right time, in the right place, with the right message. And we have a lot of fun doing it!

The Advertising Checklist

(Course descriptions and prerequisites can be found on page 16.)

Required curriculum:

- MC 110 – Mass Communication in Society
- MC 120 – Principles of Advertising
- MC 221 – Advertising Strategy and Writing
- MC 396 – Strategic Communications Research
- MC 446 – Advertising Media Planning
- MC 466 – Law of Mass Communications
- MC 480 – Advertising and Public Relations Design and Production
- MC 640 – Advertising Campaigns

Choice Block (choose one):

- MC 557 – Advertising Portfolio
- MC 623 – Global Advertising
- MC 665 – Managing Integrated Strategic Communications
- MC 670 – Advertising and Social Responsibility

12 hours of Mass Communications electives are required (3 hours must be at the 500+ level):

- 1. _____ hours: _____
- 2. _____ hours: _____
- 3. _____ hours: _____
- 4. (500+) _____ hours: _____

Some recommended electives for students majoring in advertising are:

- MC 180 – Fundamentals of Public Relations
- MC 331 – Digital Photography for Mass Media
- MC 461 – Web Techniques
- MC 531 – Communication, Diversity and Social Change
- MC 573 – Ethics in Mass Communications
- MC 589 – Topics/Social Networking
- MC 589 – Topics/Humor in Advertising
- MC 589 – Topics/Non-Traditional Advertising
- MC 589 – Topics/Interactive Advertising
- MC 589 – Topics/Creators of Modern Advertising
- MC 589 – Topics/Sex and Violence in the Media

Public Relations

Visionary. People person. Communicator. Strategic thinker. Energetic. Passionate. If these traits describe you, then you have what it takes to succeed in public relations. A career in public relations is high energy, fast-paced and exciting. PR professionals shape the relationships between organizations and the world, and it is a field that requires all of the traits above, along with training and an array of skills, to succeed.

Our public relations sequence prepares students to manage communication programs of public, nonprofit, and private organizations. The curriculum emphasizes writing, design techniques for communication products, communication theory, research, strategic planning and managerial skills. Our students are required to have at least one internship prior to graduation and have the opportunity to get involved in a variety of student-run JMC programs to further enhance our *learn-by-doing* philosophy. Our students can and do graduate with real-world experience that prepares them for successful careers.

The Public Relations Checklist

(Course descriptions and prerequisites can be found on page 16.)

Required curriculum:

- MC 110 – Mass Communications in Society
- MC 180 – Fundamentals of Public Relations
- MC 200 – News and Feature Writing
- MC 280 – Public Relations Writing
- MC 380 – Public Relations Research, Strategy and Planning
- MC 382 – Public Relations Case Studies
- MC 396 – Strategic Communications Research
- MC 466 – Law of Mass Communications
- MC 480 – Advertising and Public Relations Design and Production
- MC 491 – Internship (1 to 3 hours of credit possible)
- MC 645 – Public Relations Campaigns

Choice Block (choose one):

- MC 539 – Fundraising/Nonprofit Orgs
- MC 625 – Media Relations
- MC 662 – International and Intercultural Public Relations
- MC 665 – Managing Integrated Strategic Communications
- MC 682 – Seminar in Public Relations

**Three to 5 hours of Mass Communications electives are required:
(This depends on the number of hours earned in your internship)**

- 1. _____ hours: _____
- 2. (If needed) _____ hours: _____

Some recommended electives for PR students:

- MC 426 – Magazine and Feature Writing
- MC 531 – Communication, Diversity and Social Change
- MC 572 – Global Mass Communications
- MC 573 – Ethics in Mass Communications
- MC 576 – Mass Communications and Political Campaigns
- MC 589 – Topics/Crisis Communications
- MC 589 – Topics/Travel and Tourism Public Relations
- MC 612 – Gender Issues and the Media

Journalism and Digital Media Electronic Focus

Journalism is in an exciting period of evolution and innovation. Never before has a journalist's reach been so vast. A reporter's story filed from western Kansas can be read, seen and heard instantly in Western Europe.

The Miller School's journalism and digital media (*JDM*) **students must be curious, critical thinkers** who know how to work creatively and collaboratively. We are rooted in the best traditions of journalism and embrace the rapidly changing environment in which journalists work.

The combination of learning bedrock fundamentals and practical experience gained by working for student media has lead JDM students to careers with National Geographic, The Kansas City Star and Fox Sports, to name just a few. All JDM students receive training in basic reporting skills, and they learn to produce content for print, audio, video and Web-based media outlets. The curriculum enables students to further hone skills in writing, reporting and production in specialty areas.

Electronic focus: Courses in this area of focus prepare students for writing, reporting, audio and producing audio and video content for various electronic formats.

The Journalism and Digital Media - Electronic Checklist

(Course descriptions and prerequisites can be found on page 16.)

Required curriculum:

- MC 110 – Mass Communications in Society
- MC 200 – News and Feature Writing
- MC 251 – Digital News
- MC 316 – Computer-Assisted Reporting
- MC 385 – Media Practicum (two practicums are required)
- MC 406 – Advanced Digital News
- MC 408 – Producing Digital News OR
 MC 471 – A/V Production
- MC 466 – Law of Mass Communications
- MC 491 – Internship (1 hour credit)
- MC 580 – Convergence Reporting

Choice Block (choose one):

- MC 564 – History of Mass Communications
- MC 572 – Global Communications
- MC 573 – Ethics in Mass Communications
- MC 585 – Media Management
- MC 612 – Gender Issues and the Media

Nine hours of Mass Communications electives are required (one must be at the 500+ level):

- 1. _____ hours: _____
- 2. _____ hours: _____
- 3. (500+ level) _____ hours: _____

Some recommended electives students majoring in journalism and digital media – electronic are:

- MC 112 – Web Communications in Society
- MC 211 – Writing for the Electronic Media
- MC 290 – Topics/Audio Production Basics
- MC 290 – Topics/Video Production Basic
- MC 290 – Topics/Visual Media Production Basics
- MC 331 – Digital Photography for Mass Media
- MC 396 – Strategic Communications Research
- MC 461 – Web Techniques

Journalism and Digital Media Print Focus

Journalism is in an exciting period of evolution and innovation. Never before has a journalist's reach been so vast. A reporter's story filed from western Kansas can be read, seen and heard instantly in Western Europe.

The Miller School's journalism and digital media (JDM) students must be curious, critical thinkers who know how to work creatively and collaboratively. We are rooted in the best traditions of journalism and embrace the rapidly changing environment in which journalists work.

The combination of learning bedrock fundamentals and practical experience gained by working for student media has lead JDM students to careers with National Geographic, The Kansas City Star and Fox Sports, to name just a few. All JDM students receive training in basic reporting skills, and they learn to produce content for print, audio, video and Web-based media outlets. The curriculum enables students to further hone skills in writing, reporting and production in specialty areas.

Print focus: For students who are more interested in writing and editing. Classes teach online, newspaper and magazine reporting, photojournalism, production and editing skills.

The Journalism and Digital Media - Print Checklist

(Course descriptions and prerequisites can be found on page 16.)

Required curriculum:

- MC 110 – Mass Communications in Society
- MC 200 – News and Feature Writing
- MC 241 – Editing
- MC 251 – Digital News
- MC 303 – Advanced News Writing
- MC 316 – Computer-Assisted Reporting
- MC 385 – Media Practicum (two practicums are required)
- MC 416 - Photojournalism OR
MC 426 - Magazine and Feature Writing
- MC 466 – Law of Mass Comm.
- MC 491 – Internship (1 hour credit)
- MC 580 – Convergence Reporting

Choice Block (choose one):

- MC 564 – History of Mass Communications
- MC 572 – Global Communications
- MC 573 – Ethics in Mass Communications
- MC 585 – Media Management
- MC 612 – Gender Issues and the Media

Six hours of Mass Communications electives are required (one must be at the 500+ level):

- 1. _____ hours: _____
- 2. (500+ level) _____ hours: _____

Some recommended electives for students majoring in journalism and digital media – print are:

- MC 112 – Web Communications in Society
- MC 211 – Writing for the Electronic Media
- MC 290 – Topics/Audio Production Basics
- MC 290 – Topics/Video Production Basics
- MC 290 – Topics/Visual Media Production Basics
- MC 331 – Digital Photography for Mass Media
- MC 396 – Strategic Communications Research
- MC 461 – Web Techniques

A Complete Listing of Courses in the Miller School

As a guide to help you plan, the following is a list of 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).

Key: *Pr. = prerequisite

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 110. Mass Communication in Society. (3) I, II, S. A historical, social, legal, economic and technological study of mass communication and its role and impact in society. Open to majors and non-majors.

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 radio 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 various media. Pr.: Passing score on JMC composition skills test and MC 110 with a grade of C or better.

MC 211. Writing for the Electronic Media. (3) I, II. Study of writing formats and the preparation of written material for news, commercial and promotional announcements, and entertainment programs for the electronic media. Pr.: MC 110 with minimum grade of C or better, passing score on JMC composition skills test and 2.5 GPA upon completion of 12 or more credit hours, majors only.

MC 221. Advertising Strategy and Writing. (3) I, II. Writing for various media to reach or achieve advertising objectives. Setting communication goals within the context of writing to persuade and inform mass audiences. Pr.: MC 110 and 120 with grade of C or better.

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 a 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 advanced reportorial principles and practices. 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 with a C or better.

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.: MC 110 with a grade of C or better or instructor consent.

MC 380. Public Relations Research, 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; and issue management. Pr.: MC 280 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 under supervision of an instructor to prepare 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. Strategic Communication Research. (3) I, II. Formulation of mass communication research and design. Appropriate methods of data collection and data analysis. Pr.: MC 120 or 180, 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 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 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 331 with grades of C or better or instructor consent.

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 with a grade of C or better.

MC 446. Advertising Media Planning. (3) I, II. The selection, scheduling, selling and buying of the various advertising media. Pr.: MC 110 and MC 120 with grades 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 466. Law of Mass Communications. (3) I, II, S. A study of the legal issues relating to mass communication. Emphasis on defamation, privacy, copyright, administrative controls and other areas related to the mass media. Pr.: Junior standing and MC 110 with a 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. Advertising and Public Relations Design and Production. (3) I, II. Conceptual and strategic exploration of the process and effects that public relations and advertising messages visually convey to target audiences in a converged media environment. Pr.: MC majors and minors and AG communication majors only. MC 221 or MC 280 with a grade of C or better (PR students may take MC 280 and MC 480 concurrently).

MC 491. Mass Communications 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.: Consent of instructor and specified MC courses (PR: MC 280, AD: MC 480, JDM: MC 251)

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

MC 505. Supervision of School Publications. (3) S. A methods course for those planning to teach secondary or community college journalism courses and advise high school or community college publications.

MC 557. Advertising Portfolio. (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 480 with grade of B or better.

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 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 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. Pr.: MC 303 or MC 406, senior standing.

MC 585. 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 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 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 280, MC 396, MC 480 with a grade of C or better.

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



**College of Arts and Sciences
Curriculum Requirements**

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.

Core Classes

- ENGL 100 Expository Writing I
- ENGL 200 Expository Writing II
- COMM 105 or COMM 106 Public Speaking

Humanities – course options on page 27

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: _____ credit hours _____)
- Philosophy (Course: _____ credit hours _____)
- Western Heritage* (Course: _____ credit hours _____)
- Literary/Rhetorical Arts* (Course: _____ credit hours _____)

* 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 – course options on page 31

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 in the same department.

- Social Science #1 (Course: _____ credit hours _____)
- Social Science #2 (Course: _____ credit hours _____)
- Social Science #3 (Course: _____ credit hours _____)
- Social Science – Advanced (Course: _____ credit hours _____)

Natural Sciences – course options on page 34

Three courses, totaling at least 11 credit hours.

- Life Science with a lab: (Course: _____ credit hours _____)
- Physical Science with a lab: (Course: _____ credit hours _____)
- Life or Physical Science (Course: _____ credit hours _____)

International Overlay – more information can be found on page 35

- International Studies Overlay** (Course: _____ credit hours _____)

**For the Bachelor of Arts, completing the foreign language requirement fulfills the overlay.
**For the Bachelor of Science, the overlay needs to be a course with a global or international perspective.

Degree Choice

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.

Choose One:

- **Bachelor of Science:** one advanced natural science course and up to three quantitative reasoning courses in math, statistics, computer programming or logic.
- **Bachelor of Arts:** one quantitative course and a sequence of courses culminating in Level IV in a single foreign language.

The Bachelor of Science (B.S.) Requirements – See page 35 for more details
The Bachelor of Science (B.S.) degree entails completing an advanced science course and up to three quantitative courses.

Advanced Natural Science – recommended classes pg. 35

Advanced Natural Science (Course: _____ credit hours _____)

Quantitative Reasoning – recommended classes page 36

- Quantitative Reasoning (Course: _____ credit hours _____)
- Quantitative Reasoning (Course: _____ credit hours _____)
- Quantitative Reasoning (Course: _____ credit hours _____)

The Bachelor of Arts (B.A.) Requirements – See page 37 for more details

The Bachelor of Arts (B.A.) degree entails completing four courses in a foreign language and one quantitative course.

Quantitative Reasoning

Quantitative Course (Course: _____ credit hours _____)

Foreign Language – See page 37 for language options

Bachelor of Arts students must reach Level IV competency in a single foreign language.

- Language Level I (Course: _____ credit hours _____)
- Language Level II (Course: _____ credit hours _____)
- Language Level III (Course: _____ credit hours _____)
- Language Level IV (Course: _____ credit hours _____)

Outside Concentration – details on page 39

- Outside Concentration (Course: _____ credit hours _____)
- Outside Concentration (Course: _____ credit hours _____)
- Outside Concentration (Course: _____ credit hours _____)
- Outside Concentration (Course: _____ credit hours _____)
- Outside Concentration (Course: _____ credit hours _____)
- Outside Concentration (Course: _____ credit hours _____)

OC Total Hours _____

Menu of Options

Q. What classes fulfill the various Arts and Sciences requirements?

A. The next few pages will provide a list of popular classes for each A&S requirement to help as you build your schedule each semester.

Course descriptions can be found online at: catalog.k-state.edu

Not every class listed on the following pages will be offered every semester. We will provide updated lists of options available each semester on our website at: jmc.k-state.edu/adviser.

Key: *Pr. = Prerequisites

See catalog for complete list of course options.

Arts and Sciences Requirements

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

Purpose: To ensure some interpretive or expressive competence in a traditional nonliterary mode of artistic expression (one course or at least 2 credits).

Anthropology

ANTH 515 – Creativity and Culture *Pr.: ANTH 200, 204 or 210

ANTH 516 – Ethnomusicology *Pr.: ANTH 200, 204, or 210

Art

ART 102 – Ceramics for non-majors

ART 103 – Jewelry Design for non-majors

ART 180 – 2-Dimensional Design

ART 190 – Drawing I

ART 195 – Survey of Art History I

ART 200 – 3-Dimensional Design

ART 305 – Intro to Museum Studies

Dance

DANCE 205 – Dance as an Art Form

DANCE 350 – West African Styles of Social Dance & Music (2)

DANCE 459 – History of Dance in its Cultural Setting

***Several Dance II classes will count if you've taken the proper Dance I class. If doing an outside concentration in Dance, this would be easy to fill.

Music

MUSIC 100 – Music Fundamentals

MUSIC 170 – History of Rock and Roll

MUSIC 171 – Inventing the Future: Underground Rock 1968-1993

MUSIC 245 – Intro to American Music

MUSIC 249 – Intro to Music of the World

MUSIC 250 – Intro to Music

Theater

THTRE 260 – Stage Movement

THTRE 261 – Fundamentals of Acting

THTRE 263 – Oral Interpretation of Literature

THTRE 265 – Fundamentals of Improvisation I,II

THTRE 270 – Intro to Theatre

THTRE 367 – Fundamentals of Costume

THTRE 368 – Fundamentals of Technical Production *Must be enrolled in 211 also

THTRE 369 – Intro to Theatrical Design

Philosophy

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

PHILO 100 – Intro to Philosophical Problems

PHILO 105 – Intro to Critical Thinking

These classes are “Intro to Philosophy of...”

PHILO 115 – Religion

PHILO 120 – Art

PHILO 125 – Science

PHILO 130 – Moral Philosophy

PHILO 135 – Social and Political Philosophy

PHILO 145 – Historical Introduction to Philosophy

PHILO 150 – Feminism

PHILO 160 – Law

PHILO 365 – Medical Ethics

PHILO 380 – Philosophy and Race

PHILO 390 – Business Ethics

Western Heritage

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

American Ethnic Studies

AMETH 160 – Intro to American Ethnic Studies

Cultural Studies

ENGL 230 – Classical Cultures

ENGL 231 – Medieval & Renaissance

ENGL 233 – Reformation to Enlightenment

ENGL 234 – Modern

History

HIST 101 – The Rise of Europe

HIST 102 – The Modern Era

HIST 222 – Western Warfare Since 1618

HIST 251 – US History to 1877

HIST 252 – US History Since 1877

HIST 510 – World War I *Pr.: Sophomore standing

HIST 512 – Women in European History *Pr.: Sophomore standing

HIST 514 – World War II *Pr.: Sophomore standing

HIST 515 – History of Sport *Pr.: Sophomore standing

HIST 519 – Science and Technology in the US *Pr.: Sophomore standing

HIST 522 – Religion in American History *Pr.: Sophomore standing

HIST 524 – History of Baseball in American Culture *Pr.: Sophomore standing

HIST 525 – Colonial America *Pr.: Sophomore standing

HIST 526 – The American Revolution *Pr.: Sophomore standing
HIST 529 – Civil War and Reconstruction *Pr.: Sophomore standing
HIST 530 – US in the 19th Century *Pr.: Sophomore standing
HIST 531 – US in the 20th Century *Pr.: Sophomore standing
HIST 536 – The American West *Pr.: Sophomore standing
HIST 537 – History of the Indians of North America
HIST 540 – Women in America, 1600-Civil War *Pr.: Sophomore standing
HIST 542 – Women in America, Civil War to Present *Pr.: Sophomore standing
HIST 543 – US World Affairs to 1920 *Pr.: Sophomore standing
HIST 553 – History of American Culture *Pr.: Sophomore standing
HIST 556 – Bill of Rights in American History *Pr.: Sophomore standing

Music

MUSIC 245 – Intro to American Music

Political Thought

POLSC 301 – Intro to Political Thought *Pr.: Sophomore standing

Women's Studies

WOMST 105 – Intro to Women's Studies

Literary or Rhetorical Arts

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

English

Any literature or creative writing class, including:

Literature

ENGL 220 – Fiction into Film
ENGL 251 – Intro to Literature
ENGL 253 – The Short Story
ENGL 260 – British Literature
ENGL 270 – American Literature
ENGL 285 – Intro to American Ethnic Literatures
ENGL 287 – Great Books
ENGL 330 – Fiction
ENGL 335 – Film
ENGL 340 – Poetry
ENGL 345 – Drama
ENGL 350 – Intro to Shakespeare
ENGL 355 – Children's Literature *Pr.: Sophomore standing
ENGL 386 – African American Literatures
ENGL 390 – Fable and Fantasy *Pr.: ENGL 100
ENGL 420 – Topics in Film *Pr.: ENGL 200
ENGL 470 – The Bible *Pr.: ENGL 200

English

ENGL 430 – The Structure of English *Pr.: ENGL 200

ENGL 461 – Intro to Fiction Writing *Pr.: ENGL 200

ENGL 463 – Intro to Poetry Writing *Pr.: ENGL 200

ENGL 465 – Intro to Creative Nonfiction *Pr.: ENGL 200

ENGL 476 – American English *Pr.: ENGL 200

Communications Studies

COMM 120 – Intro to Human Communication

COMM 320 – Theories of Human Communication

COMM 325 – Argumentation and Debate *Pr.: Public Speaking (COMM 105 or 106)

COMM 330 – Rhetoric in Western Thought

COMM 430 – Freedom of Speech *Pr.: Public Speaking (COMM 105 or 106)

COMM 432 – The Rhetoric of the American Presidency

COMM 434 – Rhetoric and Social Movements

Political Science

POLSC 670 – Law, Politics and Literature *Pr.: POLSC 301 or Junior standing

Theatre

THTRE 370 – Dramatic Structure

THTRE 662 – Playwriting

THTRE 764 – Early American Theatre *Pr.: Junior standing

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 in the same department.

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

Cultural Anthropology

ANTH 200 – Intro to Cultural Anthropology

ANTH 204 – A General Education Intro to Cultural Anthropology

ANTH 260 – Intro to Archeology

ANTH 505 – South Asian Civilizations *Pr.: 3 hrs of Social Science or Junior standing

ANTH 512 – Political Anthropology *Pr.: Sophomore standing

ANTH 550 – Cultures of Africa

Economics

ECON 110 – Macroeconomics

ECON 120 – Microeconomics

(if 110 & 120 are taken, counts as 1 Soc. & 1 Adv. Soc. Sci)

Geography

GEOG 100 – World Regional Geography

GEOG 200 – Human Geography

GEOG 235 – Atmospheric Geography *Pr.: MATH 100 recommended

GEOG 300 – Geography of Tourism

GEOG 310 – Geography of Kansas

GEOG 340 – Geography of Natural Resources

GEOG 350 – Earth System Geography (summer and online format only)

GEOG 360 – Sustainability Concepts and Issues

GEOG 450 – Geography of Economic Behavior

History

HIST 111 – World History to 1450

HIST 112 – World History from 1450

HIST 250 – Russian Culture and Civilization

HIST 303 – Latin American History and Civilization

HIST 330 – History of East Asian Civilization

HIST 331 – Intro to Japan

HIST 332 – Intro to China

Political Science

POLSC 110 – Intro to Political Science

POLSC 115 – US Politics

POLSC 301 – Intro to Political Thought

POLSC 321 – Kansas Politics and Government

POLSC 333 – World Politics
POLSC 355 – Contemporary Issues
POLSC 366 – Practical Politics

Psychology

PSYCH 110 – General Psychology

Sociology

SOCIO 211 – Intro to Sociology
SOCIO 361 – Criminal Justice System
SOCIO 363 – Global Problems
SOCIO 470 – The Criminal Justice System and Family Violence
SOCIO 480 – Prisons and Punishment

One Social Science can come from this group:

American Ethnic Studies

Any AMETH class

Communication Studies

COMM 323 – Nonverbal Communication
COMM 326 – Small Group Discussion Methods *Pr.: COMM 105 or 106
COMM 425 – Theories of Organizational Communications
COMM 435 – Political Communication
COMM 526 – Persuasion

Women's Studies

Any WOMST class

Advanced Social Science

One course from a social science discipline must be numbered 500-level and above, or have a prerequisite course in the same department.

Anthropology

ANTH 503 – Archaeological Fact or Fiction *PR: ANTH 260
ANTH 514 – Language and Culture *PR: ANTH 220
ANTH 524 – Immigrant America *PR: ANTH 200, 204 or 210
ANTH 533 – Kansas Archaeology *PR: ANTH 260
ANTH 545 – Cultures of South Asia *PR: 200, 204 or 210
ANTH 570 – North American Archaeology *PR: ANTH 260

Economics

ECON 524 – Sports Economics *PR: ECON 120

ECON 530 – Money & Banking *PR: ECON 110

ECON 555 – Urban & Regional Economics *PR: ECON 120

History

Any History course at or above the 500-level

HIST 501 – Japan’s Samurai Age

HIST 504 – Intellectual History of Early China *Pr.: Sophomore standing

HIST 506 – Modern India and South Asia

HIST 510 – World War I *Pr.: Sophomore standing

HIST 512 – Women in European History *Pr.: Sophomore standing

HIST 514 – World War II *Pr.: Sophomore standing

HIST 515 – History of Sport *Pr.: Sophomore standing

HIST 519 – Science & Technology in the US *Pr.: Sophomore standing

HIST 522 – Religion in American History *Pr.: Sophomore standing

HIST 524 – History of Baseball in American Culture *Pr.: Sophomore standing

HIST 525 – Colonial America *Pr.: Sophomore standing

HIST 526 – The American Revolution *Pr.: Sophomore standing

HIST 529 – Civil War and Reconstruction *Pr.: Sophomore standing

HIST 530 – US in the 19th Century *Pr.: Sophomore standing

HIST 531 – US in the 20th Century *Pr.: Sophomore standing

HIST 536 – The American West *Pr.: Sophomore standing

HIST 537 – History of the Indians of North America

HIST 540 – Women in America, 1600-Civil War *Pr.: Sophomore standing

HIST 542 – Women in America, Civil War to Present *Pr.: Sophomore standing

HIST 543 – US World Affairs to 1920 *Pr.: Sophomore standing

HIST 553 – History of American Culture *Pr.: Sophomore standing

HIST 556 – Bill of Rights in American History *Pr.: Sophomore standing

Kinesiology

KIN 320 – Motor Learning & Development *Pr.: PSYCH 110

Natural Sciences

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

Life Science w/ Lab

Biology

BIOL 198 – Principles of Biology (4 cr. hrs)

BIOL 310 – Bioethics *Pr.: Junior standing

Biochemistry

BIOCH 110 – Biochemistry and Society

BIOCH 111 – Biochemistry and Society Lab

Physical Anthropology

ANTH 280 – Intro to Biological Anthropology (4 cr. hrs)

Physical Science w/ Lab

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

Chemistry

CHM 110 – General Chemistry *Pr.: one year of HS algebra

CHM 111 – General Chemistry Lab

Geography

GEOG 221 – Intro to Physical Geography (4 cr. hrs)

Geology

GEOL 103 – Geology Lab (1 cr. hr)

GEOL 100 – Earth in Action

GEOL 105 – Oceanography

GEOL 115 – Environmental Geology

GEOL 120 – Age of Dinosaurs

GEOL 125 – Natural Disasters

Physics

PHYS 101 – Physical World I

PHYS 102 – Physical World Lab (1 cr. hr)

PHYS 191 – Descriptive Astronomy

General Natural Science for the Third Requirement

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.

Additional Requirements for the Bachelor of Science (B.S.) Degree

The Bachelor of Science (B.S.) degree entails completing an advanced science course and up to three quantitative courses.

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 and an international overlay. 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 Greek, Roman, Western European, or North American experience). Courses that satisfy requirements in the major, humanities or social sciences may dually count here.

NOTE: Bachelor of Arts (B.A.) students will fulfill their International Overlay by completing their Level IV foreign language requirement.

Advanced Natural Science

(Bachelor of Science students only)

Geography

GEOG 535 – Fundamentals of Climatology

GEOG 445 – Biogeography

Geology

GEOL 102 – Earth Through Time *Pr.: GEOL 100

GEOL 305 – Earth Resources *Pr.: GEOL 100

GEOL 510 – Geology of Planets *Pr.: GEOL 100

GEOL 512 – Earth Science *Pr.: 100 or GEOG 221 or Junior standing

GEOL 515 – Geology of the National Parks *Pr.: GEOL 100 or 105

GEOL 540 – Ice Ages and Environmental Change *Pr.: GEOL 100 or GEOG 221

Misc.

DAS 333 – Origins

PHYS 495 – Astronomy *Pr.: PHYS 191

Quantitative Reasoning

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

A course that satisfies this requirement may, at the same time, be used to satisfy any major requirement for which it qualifies. There are three options to fulfill this requirement:

Option 1: Three courses, 9 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 PHILO 510 Symbolic Logic II
- **Statistics:** any course

Option 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 325)

Option 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

Please note that credit can only be received for ONE of the following courses: STAT 325, STAT 340, STAT 350.

Additional Requirements for the Bachelor of Arts (B.A.) Degree

The Bachelor of Arts (B.A.) degree entails completing four courses in a foreign language and one quantitative class.

Quantitative 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.

Math

MATH 100 – College Algebra

(And any course under option 1, page 36.)

Foreign Language

Bachelor of Arts students must reach Level IV competency in a single foreign language.

Students seeking credit for language proficiency should consult with the Department of Modern Languages, which gives proficiency exams.

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. Languages include:

- Arabic
- Chinese
- French
- German
- Hindi
- Italian
- Japanese
- Latin
- Portuguese
- Russian
- Urdu
- Spanish
- Swahili

Appendix

- I. Outside Concentration - Pg 39
- II. Academic Minors - Pg 41
- III. Applying to the Major - Pg 42
- IV. Composition Skills Test (CST) - Pg 43
- V. Graduation Plan Worksheet - Pg 44
- VI. Enrolling in Courses - Pg 45
- VII. The Curriculum Structure - Pg 46
- VIII. JMC Curriculum Requirements - Pg 47

I. Developing a Specialty Outside of the Miller School

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:

THE OUTSIDE CONCENTRATION

Option 1. A minimum of 15 credit hours of course work 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, COMM 105 or COMM 106, may be counted toward completion of the outside concentration. (See page 40 for a list of options.)

Option 2. A minimum of 15 credit hours of related course work 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 course work 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, COMM 105 or COMM 106, may be counted toward completion of the outside concentration.

OTHER WAYS TO DEVELOP THE OUTSIDE CONCENTRATION REQUIREMENT

Complete a 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.

See page 41 for a list options.

Complete a 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.

Complete a “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 following is a list of options for outside concentrations:

College Of Arts & Sciences

Anthropology	Music
Biology	Philosophy
Chemistry	Physics
Economics	Political Science
English	Psychology
Geography	Sociology
Geology	Social Work
History	Speech
Kinesiology and Coaching	Theater and Dance
Modern Languages	Women's Studies

College Of Agriculture

Agribusiness	Feed Science and Management
Agricultural Economics	Food Science
Agricultural Technology Management	Food Science and Industry
Agronomy	Horticultural Therapy
Animal Sciences and Industry	Horticulture
Bakery Science and Management	Milling Science and Management
Entomology	Park Management and Conservation

College Of Business Administration

Accounting	Marketing
Finance	General Business
Management	

College Of Human Ecology

Apparel, Textiles and Interior Design	Hotel, Restaurant, Institution Management and Dietetics
Family Studies and Human Services	Human Nutrition

II. Academic Minors

Completion of an academic minor fulfills the outside concentration requirement. Many of the departmental minors, however, require more than 15 credit hours. Kansas State University does not require students to earn a minor. In turn, academic units are not required to offer a minor. The K-State colleges and departments which offer minors include:

COLLEGE OF AGRICULTURE	COLLEGE OF ARTS AND SCIENCES (continued)
Agribusiness	Economics
Agricultural Economics	English
Agronomy	Geography
Agricultural Technology Management	Geology
Animal Sciences and Industry	History
Bakery Science and Management	Modern Languages
Cereal Chemistry	Music
Contemporary Citizenship in Agriculture	Philosophy
Entomology	Physics
Feed Science and Management	Political Science
Food Science	Rhetoric / Communication
Horticulture	Statistics
International Agriculture	Women's Studies
Plant Pathology	COLLEGE OF BUSINESS ADMINISTRATION
COLLEGE OF ARCHITECTURE, PLANNING AND DESIGN	Business
Community Planning	COLLEGE OF EDUCATION
COLLEGE OF ARTS AND SCIENCES	Leadership Studies
American Ethnic Studies	COLLEGE OF ENGINEERING
Anthropology	Computer Science
Biology	Digital Systems
Chemistry	Ergonomics and Safety
Dance	Operations Research

III. Applying to the Major

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

Students with no previous college hours must complete 30 hours of college credit with at least 12 of those hours coming from Kansas State University with a 2.5 GPA 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 passed with a 70 percent or better prior to applying to the major. No more than 3 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 pass the CST with a 70 percent or better before applying. If their transfer GPA is less than a 2.5, 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 70 percent or better, prior to applying to the major. No more than 3 credits in the first 30 hours may come from MC 112, 120 or 180.

Application

Only complete applications will be considered. Applications can be found at: jmc.k-state.edu/current/howtoapply.

All students must submit:

- A declaration page which is included in the 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 adviser)

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.

IV. Composition Skills Test (CST)

The Compositions Skills Test (CST) gauges a student's abilities in grammar, spelling and punctuation. To become a major in the A.Q. Miller School of Journalism and Mass Communications, a student must pass the CST with a score of 70 percent (35 out of 50 questions) or greater.

Students who score below 70 percent are allowed to retake the test up to two more times. However, students can only take the test once per cycle. Students can sign up for a CST time in Kedzie 105 at least 24 hours before the test time. You may change your test time provided you give a 24 -hours notice and there is room available in the time slot you desire. You must have a K-State ID to take the test.

More Information can be found at jmc.k-state.edu/current/cst.

V. Graduation Plan Worksheet

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

Term: _____ 20__

Class/requirement Hours

Total hours:

VI. 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 passed the CST with a 70 percent or better. 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.

VII. The Curriculum Structure

Most courses are 3-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 15-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. Our students are earning their degrees at a major university and 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 should be at the 300-level or higher)
- 39 credits within the major
- 81 credits outside the major
 - o 65 credit hours must be within the College of Arts and Sciences
 - o 15 credits of outside concentration

To graduate, a student must achieve a 2.5 GPA minimum in all journalism and mass communications 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 course work to graduate.

VIII. Journalism and Mass Communications Curriculum Requirements

Transfer students

If hours are being transferred to K-State from an accredited two-year college, the College of Arts and Sciences limits the number of hours that can be accepted to half of the minimum number of required hours necessary to graduate from K-State. We do not cap the number of hours from accredited four-year colleges. However, in order to earn a degree from K-State, you must have at least 30 credits from K-State. And, in your last 30 hours of college credit, at least 20 must be from K-State. Only 12 hours of journalism and mass communications courses can count toward 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 communications 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 information provided by the school. Internships may be spread over more than one semester and can be paid or unpaid. Internship announcements are posted at jmc.k-state.edu/current/internships.html.

Students in the public relations and journalism and 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 major status and:

- **Advertising:** completion of MC 480 Advertising and Public Relations Design and Production
- **Journalism and Digital Media:** completion of MC 251 Digital News
- **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 preprofessional 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://jmc.k-state.edu/current/jobs-internships.html>.

Media Practicums allow students to earn credit for working at campus media operations, such as the Collegian, the Royal Purple yearbook, KSDB-FM, TakeFlight Ad/PR Agency or on 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.



JMIC

Curriculum Guide

2014-2015