

JMJC

KANSAS STATE
UNIVERSITY

A. Q. Miller School of Journalism
and Mass Communications

Curriculum Guide

2015-2016

Advertising

Journalism and
Digital Media

Public Relations

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

Welcome to the A.Q. Miller School of Journalism and Mass Communications, a fully accredited school that offers sequences of study in advertising, public relations, and journalism and digital media. It is an exciting time to be involved in the communications industry and faculty and staff are passionate about educating and training students and helping them launch a career they can enjoy for a lifetime.

Common questions students ask:

"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?"

Everyone knows certain requirements are needed to graduate, but not everyone knows what classes will meet requirements. This curriculum guide was written to help students understand the requirements, and to help guide them through the process of completing the program. Students should use this tool to help in the process of planning each semester, making sure requirements are met and to track progress toward graduation.

How to Use This Guide

- Start an enrollment folder and keep this in it.
- Track your progress toward graduation.
- Use it each semester as you enroll, so you know what requirements are needed and what your options are for classes to fulfill them.

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Becoming a Major

Becoming a Major

Step 1: Enter as a Pre-Major

Step 2: Apply to the A.Q. Miller School

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

Incoming freshmen

To move from pre-major to major, five things need to be completed before applying to the A.Q. Miller School:

- 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 fewer than 30 hours and/or below 2.5 GPA:

If you are transferring fewer than 30 hours or have a GPA below 2.5, you will need to get a 2.5 GPA in 12 hours of K-State courses as well as pass the CST. This can be accomplished in as little as one semester.

Application to A.Q. Miller School

Once the requirements are met, students are ready to apply to the A.Q. Miller School. For incoming freshmen, this generally happens in the 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.

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

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

Curriculum Overview

Curriculum: What do you need to do to graduate?

- Kansas State University requires that you complete a minimum of 120 hours of college credits (although you may be required to complete more, depending on whether you choose a Bachelor of Science or Bachelor of Arts degree plan, as specified below).
- A minimum of 39 hours will come from your JMC sequence of interest (advertising, public relations or journalism and digital media).
- You will take a minimum of 72 hours of courses outside the A.Q. Miller School.
- The College of Arts & Sciences requires that 65 of your 72 non-JMC hours come from Arts & Sciences.
- All students are required to take an Outside Concentration, which is a minimum of 15 hours in a concentrated area of study outside of JMC or a minor from another field outside of the A.Q. Miller School.

To graduate, students need to build hours in three areas:

- JMC hours.
- Arts & Sciences Hours/ Outside JMC Hours.
- Outside Concentration.

Journalism and Mass Communications: 39 hours minimum

The study of Journalism and Mass Communications provides students with the tools to effectively function, as information creators and consumers in an information-intensive society. All of our JMC sequences require 39 hours. Each sequence has specific requirements, which are detailed on the following pages.

Classes outside of Journalism and Mass Communications: 72 hours minimum

The A.Q. Miller School is part of the College of Arts & Sciences, which requires students to complete courses outside their field of specialization (at least 65 hours must be in Arts & Sciences). This fulfills the college's goal of preparing students to be knowledgeable people in a complicated world. The college curriculum provides two general tracks: a Bachelor of Science, which is more focused on sciences and mathematics classes, or a Bachelor of Arts, which is more grounded in studying a foreign language with less science and math. In completing the 65 Arts & Sciences hours, students will be assured of covering the university's required "K-State 8" classes. Those degree plans are covered on page 22.

Outside Concentration: 15 hours minimum

Additionally, the A.Q. Miller School requires completion of an outside concentration. The purpose is to be strategic with the elective hours by concentrating them in an area of study that may relate to a student's career aspirations or help deepen knowledge in an area of interest. The outside concentration may consist of 15 hours in another department or 18 hours in a structured minor.* Students may also double major to complete this requirement. To learn more, go to page 39.

(*not all minors are 18 credit hours)

Journalism and Mass Communications Curriculum Requirements by Sequence

Advertising

Advertising has evolved into a multibillion dollar industry offering a wide range of exciting jobs and rewarding careers. It covers the full spectrum of persuasive and strategic communication, from creative messaging, design and delivery to the logistics of account planning and management. Ever-evolving technology has prompted tremendous changes in advertising as we create increasingly intricate ways to get people's attention and to influence their behaviors. Considering that we are exposed to thousands of commercial messages every day, how can we — on behalf of a client — break through the clutter to be heard? As advertising executive and copywriter, David Ogilvy, once said: "It is not enough to be creative unless you can sell what you create."

Our Advertising curriculum combines a strong theoretical foundation with hands-on practical applications leading up to an integrated Advertising Campaigns capstone experience in which students work with actual clients. We welcome innovative thinking and a go-getter attitude that will help you develop communication strategies that are original, on target, brand-consistent and fun.

The Advertising Checklist

(Course descriptions and prerequisites can be found on Page 15.)

Required curriculum:

- MC 110 – Mass Communications 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 (Three hours must be at the 500+ level):

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

* Electives that can be used are courses that are offered in JMC that are NOT part of the sequence requirements. Please meet with adviser when choosing electives. Electives should be relevant to courses that are within the sequence.

Public Relations

Broadly described as the activity of creating and managing an organization's internal and external communications, public relations helps to build and maintain relationships between an organization and the people (stakeholders) affected by an organization's activities, including media, employees, customers, suppliers, neighbors, and regulators. Using research to compose strategic messages, having strong writing and design skills, and developing managerial skills are the competencies public relations professionals possess to function as essential members of an organization's core executive team. Our students are required to complete an internship prior to graduation and have opportunities to get involved in a variety of student-run JMC organizations, including the pre-professional Kansas State Public Relations Student Society of America (PRSSA) chapter. The curriculum emphasizes development of both skills and critical thinking through its *learn-by-doing* philosophy.

The Public Relations Checklist

(Course descriptions and prerequisites can be found on Page 15.)

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 five hours of Mass Communications electives are required:
(This depends on the number of hours earned in your internship)

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

* Electives that can be used are courses that are offered in JMC that are NOT part of the sequence requirements. Please meet with adviser when choosing electives. Electives should be relevant to courses that are within the sequence.

Journalism and Digital Media – Electronic Focus

The A.Q. Miller School aims to equip journalism students with the knowledge they need for successful careers in the world's rapidly changing media landscape. Our students must be curious forward-thinkers who combine journalism fundamentals with practical experience and ethical decision-making. They work in media lab facilities and outlets that are some of the country's best, while creating a variety of media products that thrive on reporting, writing and creative skills. Some potential areas of involvement include legacy media settings, such as our award-winning newspaper, radio, yearbook, magazine and television outlets, and opportunities to create content for online, social and mobile media platforms. Students can develop professional orientation through internships and memberships in professional organizations such as the Society for Professional Journalists (SPJ) and the Student Journalism Education Association (SJEA).

Electronic focus: Courses in this area of focus prepare students for writing, reporting, 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 15.)

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 to 3 hours of credit possible)
- 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: _____

* Electives that can be used are courses that are offered in JMC that are NOT part of the sequence requirements. Please meet with adviser when choosing electives. Electives should be relevant to courses that are within the sequence.

Journalism and Digital Media Print Focus

The A.Q. Miller School aims to equip journalism students with the knowledge they need for successful careers in the world's rapidly changing media landscape. Our students must be curious forward-thinkers who combine journalism fundamentals with practical experience and ethical decision-making. They work in media lab facilities and outlets that are some of the country's best, while creating a variety of media products that thrive on reporting, writing and creative skills. Some potential areas of involvement include legacy media settings, such as our award-winning newspaper, radio, yearbook, magazine and television outlets, and opportunities to create content for online, social and mobile media platforms. Students can develop professional orientation through internships and memberships in professional organizations such as the Society for Professional Journalists (SPJ) and the Student Journalism Education Association (SJEA).

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 15.)

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 Communications
- MC 491 – Internship (1 to 3 hours of credit possible)
- 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: _____

* Electives that can be used are courses that are offered in JMC that are NOT part of the sequence requirements. Please meet with adviser when choosing electives. Electives should be relevant to courses that are within the sequence.

A Complete Listing of Courses in the A.Q. Miller School

The following is a list of each course in the A.Q. 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 *Classes will be offered based on staffing availability each semester.

MC 010. Pre-Major Orientation. (0) I. An orientation to studies in mass communications 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 Communications 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 nonmajors.

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

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 nonmajors.

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 nonmajors.

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 grades 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 grades of C or better.

MC 290. Topics in Mass Communications. (1-3) I, II. Selected topics in the study of mass communications 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 a 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 grade of 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 websites. 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 a 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 communications 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 a 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 a grade 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. NOTE: The final project of this class is to produce Update magazine.

***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 grades of C or better.

***MC 466. Law of Mass Communications.** (3) I, II, S. A study of the legal issues relating to mass communications. 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 a 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 a 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 communications in national development. Pr.: Junior standing.

MC 573. Ethics in Mass Communications. (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, MC 221 or MC 280, with a grade of C or better.

***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 Communications. (1-3) I, II. Advanced topics in mass communications 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 a 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 480 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 grades 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 a 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 a 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, 2.5 GPA and junior standing.

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.

Note: Effective Spring 2016, enrollment in classes with an asterisk(*) will be reserved for JMC majors only. Non-JMC majors must get department consent in Kedzie 105.

College of Arts & Sciences Curriculum Requirements

Degree Choices

JMC students have the option of completing Arts & 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 extra natural science course with a prerequisite, and two extra quantitative reasoning courses in math, statistics, computer programming or logic are required for this choice.
- Bachelor of Arts: one quantitative reasoning course and a sequence of courses culminating in Level IV in a single foreign language are required for this choice.

As a guide to fulfilling College of Arts & Sciences requirements, check each box upon completion of the requirements. When given a choice of courses, write the name of the completed course on the designated line.

The Bachelor of Arts (B.A.) Degree

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 two 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 _____)

Social Sciences — course options on page 31

Four courses are required and they must 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.

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

The Bachelor of Arts (B.A.) Degree (Continued)

Natural Sciences — course options on Page 34

Three courses are required and they must total a minimum of 11 credit hours.

- Life Science with a Lab (Course: _____ credit hours _____)
- Physical Science with a Lab (Course: _____ credit hours _____)
- General Science (Course: _____ credit hours _____)

International Studies Overlay — course options on Page 36

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

*If doing a Bachelor of Arts, completing the foreign language requirement will fill the international studies overlay.

Quantitative Reasoning — course options on Page 36

One course is required and must total a minimum of 3 credit hours.

- Quantitative Reasoning (Course: _____ credit hours _____)

Foreign Language — course options on Page 37

- 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 _____)

The Bachelor of Science (B.S.) Degree

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 two 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/Rhetorical Arts.

Social Sciences — course options on page 31

Four courses are required and they must 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.

- 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

Four courses are required and they must total a minimum of 14 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 _____)
with a pre-requisite
- General Science (Course: _____ credit hours _____)

International Studies Overlay — course options on page 35

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

The Bachelor of Science (B.S.) Degree (Continued)

Quantitative Reasoning - course options on page 36

Up to three courses are required and they must total a minimum of 9 credit hours.

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

Outside Concentration - details on page 39

- Outside Concentration (Course: _____ credit hours _____)

Menu of Options

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

A. The next few pages will provide a list of popular classes for each Arts & Science 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.
- 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 two 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 two 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 nonmajors

ART 103 – Jewelry Design for nonmajors

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 – U.S. History to 1877
HIST 252 – U.S. 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

History (continued)

HIST 526 – The American Revolution *Pr.: Sophomore standing
HIST 529 – Civil War and Reconstruction *Pr.: Sophomore standing
HIST 530 – U.S. in the 19th Century *Pr.: Sophomore standing
HIST 531 – U.S. in the 20th Century *Pr.: Sophomore standing
HIST 536 – The American West *Pr.: Sophomore standing
HIST 537 – History of 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 – U.S. 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

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 Social Science & 1 Advanced Social Science)

Geography

GEOG 100 – World Regional Geography
GEOG 200 – Human Geography
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 – U.S. 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 500 or above

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 U.S. *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 – U.S. in the 19th Century *Pr.: Sophomore standing

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

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

HIST 537 – History of 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 – U.S. 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

GEOG 500 to 799 courses can be taken.

POLSC 500 to 799 courses can be taken.

PSYCH 202 to 799 courses can be taken.

SOCIO 301 to 799 courses can be taken.

WOMST 500 to 700 courses can be taken.

Natural Sciences

- B.A. Students must complete a minimum of 11 credit hours.
- B.S. Students must complete a minimum of 14 credit hours.

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

Life Science w/ Lab (required for B.A. and B.S.)

Biology

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

Biochemistry

BIOCH 110 – Biochemistry and Society

BIOCH 111 – Biochemistry and Society Lab

Physical Anthropology

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

Physical Science w/ Lab (B.A. and B. S. required)

Chemistry

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

CHM 111 – General Chemistry Lab

Geography

GEOG 221 – Intro to Physical Geography (Four 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 (One cr. hr)

PHYS 191 – Descriptive Astronomy

Life or Physical Science with a prerequisite (B.S. 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.

PHYS 495 – Astronomy *Pr.: PHYS 191

General Science (B.A. and B.S. required)

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.

International Overlay (B.S. only)

Purpose: To equip students to become better 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. Courses that satisfy requirements in the major, humanities or social sciences may count here. Below is a list of popular courses that previous students have chosen:

ANTH 200 – Intro to Cultural Anthropology

ANTH 204 – A General Introduction to Cultural Anthropology

ANTH 260 – Intro to Archaeology

COMM 480 – Intercultural Communication

ECON 505 – South Asian Civilizations *Pr.: Three hours of social science or junior standing

ENGL 280 – Studies in World Literature and Culture

ENGL 580 – Selected World Literature

ENVD 210 – India Art, Architecture and Culture

GEOG 100 – World Regional Geography

GEOG 200 – Human Geography

HIST 112 – World History from 1450

HIST 510 – World War I

HIST 514 – World War II

MC 572 – Global Mass Communications

MC 623 – Global Advertising

MC 662 – International and Intercultural Public Relations

MKTG 544 – International Marketing *Pr.: MKTG 400

POLSC 333 – World Politics

SOCIO 363 – Global Problems

WOMST 380 – Women and Global Social Change *Pr.: ENGL 100 or 110

Quantitative Reasoning (B.A. only)

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.

Math

MATH 100 – College Algebra
(And any course under option 1, this page.)

Quantitative Reasoning (B.S. only)

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.

Three options fulfill this requirement:

Option 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 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, 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

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 specialized fields. Languages include:

- Arabic
- Chinese
- French
- German
- Hindi
- Italian
- Japanese
- Latin
- Russian
- Spanish

Appendices

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I. Developing a Specialty Area Outside of the A.Q. 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 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.

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 A.Q. Miller School’s Curriculum Committee.

Up to two courses used to fulfill general College of Arts & 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 AN OUTSIDE CONCENTRATION

Complete a minor. Students who declare a minor within a single department or a recognized interdisciplinary minor are required to complete the requirements of that minor. See Page 41 for a list of options.

Complete a secondary major. K-State offers secondary majors in Biological Engineering, Gerontology, International Studies, Latin American Studies, and Natural Resources and Environmental Sciences, which are open to undergraduate students in all colleges and designed to be taken concurrently with a primary major.

Complete a double major. Students can complete degree requirements for two majors within the College of Arts & Sciences, such as Journalism and Mass Communications and Political Science.

Complete a dual degree. Students can simultaneously complete degrees in two colleges, such as majoring in Journalism and Mass Communications (in the College of Arts & Sciences) and Management (which is housed in the College of Business Administration).

II. Academic Concentration by Colleges

Students are required to develop an outside concentration outside of Journalism and Mass Communications that requires 15 credit hours. Below is a list that students have chosen in the past. Complete list of academic programs: k-state.edu/directories/academic.html.

College of Arts & Sciences

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

College of Agriculture

Agribusiness	Food Science
Agricultural Economics	Food Science and Industry
Agricultural Technology Management	Horticulture
Agronomy	
Animal Sciences and Industry	
Bakery Science	
Entomology	

College of Business Administration

Accounting	Marketing
Finance	General Business
Management	

College of Human Ecology

Apparel, Textiles and Interior Design	Hospitality Management and Dietetics
Family Studies and Human Services	Human Nutrition

III. 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. Popular minors that have been chosen are listed below.

College of Agriculture

Agribusiness	Cereal Chemistry
Agricultural Economics	Entomology
Agronomy	Food Science
Agricultural Technology Management	Horticulture
Animal Sciences and Industry	International Agriculture
Bakery Science	Plant Pathology

College of Architecture, Planning & Design

Community Planning	
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College of Arts and Sciences

American Ethnic Studies	History
Anthropology	Modern Languages
Biology	Music
Chemistry	Philosophy
Dance	Physics
Economics	Political Science
English	Communication Studies
Geography	Statistics
Geology	Women's Studies

College of Business Administration

Business	Entrepreneurship
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College of Education

Leadership Studies	
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College of Engineering

Computing and Information Sciences	
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IV. Applying to the Major

To move from pre-major to major, five things need to be completed:

- Pass MC 110 with a C or better.
- Complete 30 hours of college credit (see Page 4 for more details).
- Complete 12 hours at K-State (see Page 4 for more details).
- Establish a 2.5 GPA or higher (see Page 4 for more details).
- Pass the Composition Skills Test (CST).

Application Process

All students must submit (must be typed):

- A declaration page which is included in the application packet.
- A statement of purpose outlining academic and career plans or outlining the sequence, or specialty areas the student plans to study.

Review of Applications:

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

- Academic achievement, including GPA and types of courses taken.
- Promise of 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.

* A student who wants to switch to a new sequence will need to fill out a new application for that sequence and submit for review.

Deadlines for Applications:

Applications will be reviewed once each spring and fall semester. **Applications must be received by 5 p.m. on Feb. 15 or Sept. 15.** (If the 15th falls on a weekend, we will accept applications until 5 p.m. on the following Monday). Applicants will be notified by email approximately three to four weeks later.

V. 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. They may change their test time provided they give a 24-hours notice and there is room available in the time slot they desire. Students must have a K-State ID to take the test.

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

VII. Enrolling in Courses

While awaiting eligibility to be a major, all freshmen and new transfer students are eligible to be pre-majors. One of the classes pre-majors should take their first semester at K-State is the pre-major orientation class (MC 010). Any student may enroll in MC 110 Mass Communications in Society, which is also the required first course in all sequences. Enrollment is also open for other introductory courses within JMC. Below is a list that pre-majors may take:

- MC 112 Web Communication in Society
- MC 120 Principles of Advertising
- MC 180 Fundamentals of Public Relations
- MC 200 News and Feature Writing

Students may take writing courses only if they have passed the Composition Skills Test (CST) with a 70 percent or better.

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

Courses in the A.Q. Miller School of Journalism and Mass Communications are in high demand, meaning that students should meet with their adviser weeks before enrollment time and discuss courses that will be available for the upcoming semester. Once this is done, students should put the courses in their shopping cart and be ready for their enrollment time to open.

Students should enroll in courses when they become eligible to enroll. The longer a student waits to enroll in a course, the more likely it is that the course may fill. This will delay progression through the JMC program.

Some courses require **department consent**, which means that the student will have to go to Kedzie 105 to sign up to take the course. Students are enrolled on a "first-come, first-served basis.

VIII. The Curriculum Structure

At Kansas State University, a student must complete a **minimum** of 120 credit hours to graduate. 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 15 credit hours per semester, which makes it possible to complete a degree in 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 A.Q. Miller School is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communications. ACEJMC standards dictate that students must complete a minimum of 72 hours outside the major, with 65 of those credits coming from courses in the College of Arts & Sciences. The A.Q. Miller School requires students to complete one of three study plans (Advertising, Journalism and Digital Media, or Public Relations) with a minimum of 39 hours. Students may take more hours in JMC, but no more than 45 hours may count toward graduation. Finally, the A.Q. Miller School requires majors to complete an outside concentration (courses that are chosen from another department on campus) of at least 15 hours, or complete a prescribed minor in another department. Again, it should be noted that Kansas State University requires a minimum of 120 hours to graduate, and while it is possible to complete a degree with that number of credits, most students graduate with more than 120 hours.

In summary, a student must complete:

- A minimum of 120 credit hours for graduation (45 of these credits must be at the 300-level or higher).
- A minimum of 39 credits (a maximum of 45) within the JMC major.
- 15 credits of outside concentration (or a prescribed minor from another department on campus).
- 72 credits outside the major (65 credit hours must be within the College of Arts & Sciences and may also include hours from the outside concentration).

To graduate, the A.Q. Miller School requires that students achieve a minimum 2.5 GPA in all JMC courses. Additionally, the university requires a minimum 2.0 cumulative GPA to graduate.

IX. Additional Transfer Credit Information

Transfer Hours — Arts and Sciences

If hours are being transferred to K-State from an accredited two-year college, the College of Arts & 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. In your last 30 hours of college credit, at least 20 hours must be from K-State.

Transfer Hours — JMC

Students may transfer a maximum of 12 credit hours in the major. Courses in Journalism and Mass Communications above the 12-hour maximum will not be accepted as electives outside the major and will not be accepted as part of the graduation requirement. No Journalism and Mass Communications course will transfer to K-State without a grade of C or better.

When transfer students present an accumulation of credits in courses that consist of laboratory work, the school may accept a maximum of three credit hours for all such work, equivalent to courses such as Media Practicum.

Credit through quiz-out

Any student may apply to test out of professional practice courses in Journalism and Mass Communications by presenting to the appropriate sequence head a portfolio, tapes, or other suitable evidence of performance that would allow assessment of course-related experience. Such credit shall be granted as a Credit/No Credit basis. No more than 12 credit hours may be earned through quiz-out and at least 24 of the student's Journalism credit hours must be K-State resident hours.

X. JMC Curriculum Requirements

Internships

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 A.Q. Miller 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 one to three 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-Electronic: completion of MC 251 Digital News.
- Journalism and Digital Media-Print: Completion of MC 303, Advanced News Writing (see internship application).
- Public Relations: completion of MC 280 Public Relations Writing.
*(see internship application)

This assures students will have completed essential skills courses in the sequence before performing 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 an internship. Grading is based on the professional supervisor's evaluation of the intern and on additional work in the MC 491 course. The JMC internship packet can be downloaded from the JMC website, jmc.k-state.edu.

Media Practicums

Media practicums allow students to earn credit for working at campus media operations such as the Collegian, the Royal Purple yearbook, KSDB-FM, Wildcat Watch, TakeFlight Advertising/Public Relations 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. Enrollment requires a study and work plan approved by the instructor of the course: Once approved, permission can be granted in Kedzie 105. Students may have a maximum of four hours of practicum and are encouraged to work in a variety of media outlets.

JMJC

KANSAS STATE
UNIVERSITY

A. Q. Miller School of Journalism
and Mass Communications