

# William Allen White School of Journalism & Mass Communications

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**Journalism classes have been taught at KU since 1903. The school has been accredited continuously since 1948 by the Accrediting Council on Education in Journalism and Mass Communications.**

**The William Allen White School of Journalism and Mass Communications is named for the famous Emporia editor whose career began at KU in the 1880s.**

**See pages 12-13 for admission procedures.**

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**Lawrence, KS 66045-7515**  
*jschool@ku.edu* or *www.journalism.ku.edu*  
**(785) 864-4755, fax: (785) 864-5318**

Professors: Fine, Frederickson, Gentry, Shaw  
 Associate Professors: Barnett, Basow, Bengtson, Brill, Broholm, Guth, Holstead, L. Lee, T. Lee, Marsh, Utsler, Volek, Williams  
 Assistant Professors: Geana, Lumpkins, Reinardy, Ward

The William Allen White School of Journalism and Mass Communications offers a professional graduate program that leads to a terminal Master of Science degree in journalism. The program emphasizes professional preparation and the ability to think critically and perform in converged media. Major courses of study are News/Information, Strategic Communication, M.S.J./J.D., and Marketing Communications.

**News/Information** includes newspapers, online, broadcasting, and magazines. **Strategic Communication** includes advertising, direct marketing, personal selling, public relations, and sales promotion. These major areas involve work with new media and a variety of different forms of publications and dissemination. They are offered on the Lawrence campus.

The **Marketing Communications** course of study emphasizes the integration of marketing communications specialties. The curriculum is an advanced series of courses requiring a minimum of two years of professional experience in marketing communications or other media-related fields. It is offered on the KU Edwards Campus in Overland Park and is designed for part-time, evening study to accommodate working professionals.

## Admission

Admission is based primarily on the student's undergraduate record, references, and results of the Graduate Record Examination. Applicants who have baccalaureate degrees in journalism, as well as those with no academic or professional background in journalism, are eligible to apply for the News/Information or Strategic Communication courses of study. Applicants who have had professional experience must describe it in their applications to be evaluated for exemption from basic skills and professional course requirements.

Applicants for the Marketing Communications course of study (Edwards Campus) must have a minimum of two years of full-time professional employment in marketing communications or media-related fields.

## Application Deadlines

Students may enter the News/Information, Marketing Communications, and Strategic Communication programs in fall or spring semesters. The application deadline for the fall, which begins in August, is the preceding February 1. The application deadline for the spring, which begins in January, is the preceding November 1.

## Application Materials

Applications can be considered only after these items have been submitted:

1. Completed application form, online at *www.graduate.ku.edu*.
2. One official transcript of all college-level courses.
3. Scores on the Graduate Record Examination. Applicants for the Marketing Communications course of study may submit the Graduate Management Admission Test. Tests must have been taken within the last five years.
4. Three letters of reference from persons familiar with the applicant's abilities (at least one academic reference preferred).

5. Written, 500-word statement of the applicant's academic and professional objectives.

6. A current résumé. Applicants for the Marketing Communications course of study also must include three samples of professional work that reflects the applicant's years of experience.

7. Nonrefundable application fee payable to the University of Kansas. See Admission in the General Information chapter of this catalog for more information.

8. International students whose native language is not English also must submit Test of English as a Foreign Language examination scores or International English Language Testing System examination scores.

9. International students must submit proof that they have the financial resources to cover annual expenses.

Submit your application online at *www.graduate.ku.edu*. Applicants to News/Information, Strategic Communication, and the M.S.J./J.D. program should send all test scores and original transcripts of all college and university course work to

**The University of Kansas**  
**School of Journalism and Mass Communications**  
**Graduate Director**  
**Stauffer-Flint Hall, 1435 Jayhawk Blvd., Room 203A**  
**Lawrence, KS 66045-7515**

Applicants to the Marketing Communications course of study may send their test scores and original transcripts of all college and university course work to

**The University of Kansas Edwards Campus**  
**Marketing Communications Graduate Program Coordinator**  
**12600 Quivira Road**  
**Overland Park, KS 66213-2402**

## News/Information and Strategic Communication—Lawrence Campus

To earn the degree, a student must complete 36 graduate credit hours with at least a B (3.0) average. A student without professional experience or an undergraduate degree in journalism and mass communications from an accredited program also must complete undergraduate basic skills courses. A student must elect to complete a thesis or project. Each student must pass a general examination.

**Major Components of 36-Hour Requirement.** A student entering the program must have basic journalism skills. The requirement may be fulfilled by professional experience or undergraduate course work. In addition, a student takes 12 hours of core courses, 15 hours of professional courses, and 9 hours of advanced courses, including a master's project or thesis.

**Basic Skills Requirements.** Students may meet the basic skills requirement with significant professional experience or an undergraduate degree in journalism and mass communications from a school accredited by the Accrediting Council on Education in Journalism and Mass Communications. A student who does not meet the requirement must complete two undergraduate courses that do not count toward the 36-hour graduate credit requirement:

JOUR 419 Multimedia Editing (3)  
 JOUR 445 Multimedia Writing and Production (3)

**Core Course Requirements.** The core graduate courses help students develop strong research and critical-thinking skills. Four courses are required:

JOUR 618 First Amendment and Society ..... 3  
 JOUR 801 Research I: Theory ..... 3  
 JOUR 802 Research II: Methods ..... 3  
 JOUR 803 Survey of Mass Media and Popular Culture ..... 3

**Professional Course Requirements.** Those who hold the master's degree from KU are expected to be able to perform professional tasks. Students therefore must complete a minimum of 15 credit hours of professionally oriented courses.

A student with significant professional experience may, as part of the application, request permission to substitute other course work for all or part of the professional course requirement. The application must include documentation of the student's professional experience. At the point of admission, the graduate committee grants or denies requests to substitute other course work for the professional course requirement.

A student takes professional courses from among courses numbered JOUR 500 to JOUR 797, excluding JOUR 618 First Amendment and Society. These courses must include one course designated as advanced media or JOUR 676 Strategic Campaigns.

Up to 6 credit hours of professional courses may be completed outside the school, with the approval of the graduate committee.

**Advanced Course Requirements.** A student must complete 9 credit hours of advanced course work:

JOUR 840 Seminar in: _____	3
JOUR 898 Master's Research	3
JOUR 899 Master's Project/Thesis	3

**General Examination.** Each student must pass an oral or a written general examination during the semester of the student's final enrollment in course work and when the thesis/project has been substantially completed. This examination must be completed **before** the project presentation or thesis defense. It is evaluated by an examination committee of three Graduate Faculty members, who serve on the project or thesis committee.

**Enrollment Requirements after Completing Course Requirements.**

A student must enroll for at least 2 hours of credit each semester, excluding summer session, while working on the thesis or project. A student completing a thesis or project must be continuously enrolled, excluding summer session, until the thesis or project has been completed and approved. A maximum of 3 credit hours of JOUR 899 may be applied toward the 36 credit hours required for graduation. A student must complete the master's degree program within seven years of admission.

### Joint M.S.J./J.D. Degree

The joint M.S.J. and J.D. degree program combines into approximately three and one-half years of full-time study the Master of Science in Journalism and the Juris Doctor programs offered by the School of Journalism and Mass Communications and the KU School of Law. The joint degree program offers students academic grounding in both disciplines to prepare them for the professional practice of journalism, law, or media law.

For more information, please contact the University of Kansas, Tom Volek, Associate Dean of Graduate Studies and Faculty Development, William Allen White School of Journalism and Mass Communications, Stauffer-Flint Hall, 1435 Jayhawk Blvd., Lawrence, KS 66045-7515, [twvolek@ku.edu](mailto:twvolek@ku.edu), [www.journalism.ku.edu](http://www.journalism.ku.edu).

You may also contact the University of Kansas, School of Law, Green Hall, 1535 W. 15th St., Room 205, Lawrence, KS 66045-7577, (785) 864-4378, [admitlaw@ku.edu](mailto:admitlaw@ku.edu), [www.law.ku.edu](http://www.law.ku.edu).

## Marketing Communications—Edwards Campus

The University of Kansas Edwards Campus  
12600 Quivira Road, Overland Park, KS 66213-2402  
[www.marcomm.ku.edu](http://www.marcomm.ku.edu), (913) 897-8416

### Course Requirements

A student must complete 36 hours of credit with at least a B (3.0) average. A student takes 12 hours of core courses and 24 hours of professional courses. A student must complete the master's degree program within seven years of admission.

#### Core Course Requirements (12 credit hours)

JOUR 820 Marketing Fundamentals for Communicators	3
JOUR 828 Financial Fundamentals for Communicators	3
JOUR 829 Marketing Communications Research	3
JOUR 850 Capstone Course in Marketing Communications	3

**Professional Course Requirements.** Those who hold the master's degree from KU are expected to be able to perform professional tasks. Students therefore must complete a minimum of 24 credit hours of professionally-oriented courses.

JOUR 819 Writing for Marketing Communications	3
JOUR 821 Integrated Marketing Communications and Sales Strategies	3
JOUR 822 Database Development and Management	3
JOUR 823 Branding in Marketing Communications	3
JOUR 824 Creative Process	3
JOUR 825 Relationship Marketing	3
JOUR 826 Innovation in the Management of Marketing Communications	3
JOUR 827 Marketing Ethics	3
JOUR 831 Technologies in Marketing Communications	3
JOUR 832 Leadership and Management in Marketing Communications	3
JOUR 834 International and Multicultural Marketing Communications	3
JOUR 840 Seminar in: _____ (May be taken twice on different topics.)	3

**Final General Examination.** Each student must pass an oral or a written final general examination before graduating. This examination is administered during the semester of the student's capstone course by the capstone course professor.

Any student who wants to take an elective course outside the school must have permission from the instructor of the course, the school offering the course, and the graduate director of the journalism school. The student should be prepared to indicate how the course contributes to the master's program.

### Journalism and Mass Communications Courses

- JOUR 500 Topics in Journalism: \_\_\_\_\_ (2-3).
- JOUR 502 International Journalism (3).
- JOUR 503 History of Journalism and Mass Communication (3).
- JOUR 504 Professional Presentation Skills (1).
- JOUR 505 Professional Development (1).
- JOUR 506 Directed Studies in Journalism (1-2).
- JOUR 507 Practicum in Journalism (Professional) (1-3).
- JOUR 508 Practicum in Journalism (Academic) (1-2).
- JOUR 512 Principles of Broadcasting, Cable, and New Technologies (3).
- JOUR 513 Principles of Advertising (3).
- JOUR 523 Principles of Public Relations (3).
- JOUR 527 Online Journalism (3).
- JOUR 533 Case Studies in Strategic Communication (3).
- JOUR 534 Diversity in Media (3).
- JOUR 536 Documentary and Corporate Video (3).
- JOUR 537 Case Studies in Editing (3).
- JOUR 538 International Marketing Communications (3).

Professionals from all areas of journalism regularly visit KU. At right, Bobbi Bowman, diversity and membership director for the American Society of Newspaper Editors, speaks to a journalism class.

**Application fees: Domestic students in journalism: paper \$55, online \$45. International students in journalism: paper \$60, online \$55.**



- JOUR 540 Sports, Media, and Society** (3).
- JOUR 542 Magazine Publishing** (3).
- JOUR 552 Print and Online Design** (3).
- JOUR 553 Marketing Communication Production and Design** (3).
- JOUR 558 E-Commerce and the Media** (3).
- JOUR 562 Publication Design and Production** (3).
- JOUR 568 Marketing and Media Research** (3).
- JOUR 572 Sales Strategy** (3).
- JOUR 574 Financial Basics for Communicators** (3).
- JOUR 600 School Journalism and Publications** (3).
- JOUR 608 Ethics and the Media** (3).
- JOUR 610 Advanced Photojournalism** (3).
- JOUR 618 First Amendment and Society** (3).
- JOUR 626 Long-Form Writing** (3).
- JOUR 636 Opinion and Commentary—Advanced Media** (3).
- JOUR 646 Depth Reporting—Advanced Media** (3).
- JOUR 667 Fieldwork in Magazines** (3).
- JOUR 676 Strategic Campaigns** (4).
- JOUR 680 Multimedia Management and Leadership** (3).
- JOUR 691 Community Journalism—Advanced Media** (3).
- JOUR 692 TV News I—Advanced Media** (3).
- JOUR 693 TV News II—Advanced Media** (3).
- JOUR 694 Online Writing, Design, and Production—Advanced Media** (3).
- JOUR 695 Newspaper Reporting—Advanced Media** (3).
- JOUR 696 Newspaper and Online Editing—Advanced Media** (3).
- JOUR 697 Magazine Writing—Advanced Media** (3).
- JOUR 698 Media Sales** (3).
- JOUR 699 Reporting and Editing for Print and Online—Advanced Media** (3).
- JOUR 795 Current Issues in Marketing Communications** (3). Classes are designed to address current issues in marketing communications and are open to non-degree and other graduate students. LEC
- JOUR 796 Skill Development in Marketing Communications** (3). Classes are designed to develop skills used in marketing communications and are open to non-degree and other graduate students. LEC
- JOUR 797 Special Projects in Marketing Communications** (3). A student may complete a special project addressing a current issue in marketing communications. Departmental permission is required. LEC
- JOUR 801 Research I: Theory** (3). A comprehensive review of the theoretical and philosophical underpinnings of media research and practices. This seminar offers a range of perspectives and covers various interpretative, cultural, and critical approaches to understanding mass communication in various contexts. Each student drafts a literature review about a topic of the student's choice. LEC
- JOUR 802 Research II: Methods** (3). An introduction to methodological approaches to the study of media. Qualitative and quantitative methodologies are reviewed. The class emphasis is on learning appropriate research tools to scientifically learn about messages, media, and audiences. Each student devises a research project during the course. Prerequisite: JOUR 801. LEC
- JOUR 803 Survey of Mass Media and Popular Culture** (3). Covers the activities, functions, and operations of both traditional mass media and new media. The course provides a combination of historical context, current events, and a future perspective. Topics include the business and economics of the media, the role of the media, and rights and responsibilities. Prerequisite: JOUR 802. LEC
- JOUR 815 Investigation and Conference** (1-3). Specialized work by qualified students under direction of the graduate faculty. Investigation and research studies. Prerequisite: Ten hours of graduate work in journalism. RSH
- JOUR 819 Writing for Marketing Communications** (3). A writing-intensive course focusing on articles and other works about marketing communication, management, general business and related subjects. Students read and discuss a core of designated work as well as works they select on their own. Students write reports, executive summaries and analytical briefings in which they synthesize these readings and apply marketing and management concepts to their own written work. LEC
- JOUR 821 Marketing Fundamentals for Communicators** (3). The course is designed to provide a fundamental understanding of marketing theory and process and how these theories relate to Integrated Marketing Communications. Specific focus will be spent on the marketing environment, the marketing mix, market segmentation, planning, execution and measurement. As part of the class, students will learn the components of a marketing plan and how to develop a plan based on specific quantifiable corporate objectives. LEC
- JOUR 821 Integrated Marketing Communications and Sales Strategies** (3). The concept of integrated selling strategies and how these strategies logically lead to execution in various forms of message delivery systems. Through case studies of specific business cases, students develop insights into potential buyer segments and develop rationales for the most effective way to reach buyers. Students not only offer solutions to cases but also explore ways to measure the impact of each technique and medium used. LEC
- JOUR 822 Database Development and Management** (3). A course in creating, updating, and effectively using databases in marketing communications. Students learn the process of designing a database, what information to include and how to acquire information, and how to organize and execute marketing communications programs using a database. LEC
- JOUR 823 Branding in Marketing Communications** (3). Cases and topics in the development and execution of branding in marketing communications plans. The course emphasizes how organizations define actual brand problems and attempt to solve them. LEC
- JOUR 824 Creative Process** (3). An examination of the creative process and techniques of creative problem solving. The course gives students numerous opportunities to solve a variety of marketing communications problems. Students have an opportunity to visit with individuals who practice creativity in their professional lives and individuals who study creativity as scholars. LEC
- JOUR 825 Relationship Marketing** (3). An exploration of the principles of relationship marketing and their application to marketing communications. Special emphasis is on the development of relationship messages, the use of databases for constituent management, and a review of appropriate marketing communications media. Prerequisite: JOUR 820, JOUR 821, JOUR 822, and JOUR 823. LEC
- JOUR 826 Innovation in Management of Communications** (3). Students shall demonstrate their knowledge of Innovation Theory through papers, presentations and an essay exam. The class will emphasize Management Innovation but will also cover marketing, process and product innovation. Students will show their ability to keep up with current events and trends in management through weekly assignments. Prerequisite: JOUR 820, JOUR 821, JOUR 822, and JOUR 823. LEC
- JOUR 827 Marketing Ethics** (3). An examination of the ethical issues, philosophies, and decision-making systems that affect marketing communications. Through studies of specific business cases, students gain insight into the cultural, legal, and social decisions that affect an organization's future. LEC
- JOUR 828 Financial Fundamentals for Communicators** (3). This course covers a wide range of financially-related concepts from the perspective of the communications function. Topics include: financial markets; finding and using key Securities and Exchange Commission filings; understanding the balance sheet, income statement and cash flows; financial analysis; investor relations; impact of Sarbanes-Oxley; corporate governance issues; building and using budgets; and impact of these concepts for not-for-profits. LEC
- JOUR 829 Marketing Communications Research** (3). Students learn how marketing and media research help determine the success of an organization's marketing planning and strategic communications processes. Students study and conduct primary and secondary research - both qualitative and quantitative - including focus groups, ethnography and surveys. LEC
- JOUR 831 Technologies in Marketing Communications** (3). Explores new and emerging technologies and their impact on the delivery of marketing messages. Students will study podcasting, blogs, SMS text messaging, e-mail marketing, social networking, online video sites and other emerging technologies. LEC
- JOUR 832 Leadership and Management in Marketing Communications** (3). Addresses challenges faced by leaders and managers from the marketing communications perspective. These issues include a range of management and leadership concepts, such as organizational culture, organizational change, functions of managers, leadership theory, power and influence, motivation, reinforcement and social responsibility. Discussions include the impact of digital media and the impact of the changing media landscape. LEC
- JOUR 834 International and Multicultural Marketing Communications** (3). Surveys the theory and professional practice of global and multicultural marketing communications. The course covers all major forms of integrated, cross-cultural marketing communications on an international and multicultural scale: mass media advertising, including the Internet; public relations; sales promotion, including point-of-purchase; direct and database marketing; partnership marketing; personal selling and the sales force; and event marketing. Intra-country and global marketing communications by multinational organizations will be examined. LEC
- JOUR 840 Seminar in: \_\_\_\_\_** (3). Research in the issues and development of media. Seminars focus on topics of current and historical interest. Students develop projects and presentations in special areas of interest and expertise. Course may be repeated under different topics. LEC
- JOUR 850 Capstone in Marketing Communications** (3). The integrative capstone course examines the strategic roles of marketing communications elements such as research, advertising, brand management, database marketing, interactive marketing, media planning, public relations, sales promotion and sales/sales management. Students will develop an integrated marketing communication plan as part of a semester-long case study. Through the project, students will demonstrate their knowledge of MC and will work with team members to either solve a marketing communication problem or pursue an opportunity by creating an integrated marketing communication proposal. Prerequisite: 30 hours. LEC
- JOUR 898 Master's Research** (3). The student, with the guidance of a master's project/thesis committee begins the research. Project are intended for a professional audience or professional media or clients and represent professional practice or performance. The thesis is intended for an academic audience, part of which might be submission to a scholarly conference or journal. Prerequisite: Satisfactory completion of 18 hours of graduate course work. RSH
- JOUR 899 Master's Project/Thesis** (3). The student, with the guidance of a master's project/thesis committee completes execution of the project or thesis. In addition, the student completes the final, general examination and the presentation/defense of the project or thesis. Prerequisite: Satisfactory completion of JOUR 898, Master's Research. THE