

ELECTIVES

Students select four of the following Electives:

Communication Option: Electives

Course Code	Course Title	Credits Hours
BACJ 481	Advertising Copy Writing	3
BACJ 482	Public Relations Management	3
BACJ 483	Public Relations Communications and Strategies	3
BACJ 484	Management in Advertising	3
BACJ 485	Documentary and Performing Arts Production	3
BACJ 486	Marketing Research And Consumer Behavior	3
BACJ 487	Globalization and Advertising	3

Journalism Electives

Course Code	Course Title	Credits Hours
BACJ 491	Radio Production	3
BACJ 492	TV Production	3
BACJ 493	Film as a Medium	3
BACJ 494	Advanced Feature Writing	3
BACJ 495	Advanced Reporting and Writing	3
BACJ 496	Public Affairs Reporting	3
BACJ 497	Reporting Business	3
BACJ 498	Specialized Reporting	3

Trimester 9

Course Code	Course Title	Credits Hours
BACJ 490	Practicum	6

Application Procedure

Application forms are available at all our Campuses - Main Campus - Meru, Nairobi, Mombasa, Nakuru and Nyeri and in all our centres - Marimanti, Maua and Meru Town

You can also download the application forms from the University website www.kemu.ac.ke.

A non-Refundable fee of Ksh 1000 for East Africans and US\$ 20 for non-East Africans will be charged.

For more information please contact:

The Academic Registrar- Main Campus.

Main Campus, Meru

P.O. Box 267- 60200, Meru, Kenya
Tel: : 020 - 2118423/4/5/6/7 ,
0724 - 256 162, 0734 - 310 655
info@kemu.ac.ke
Fax: 064 - 30162

Nairobi Campus

KeMU Hub
P.O. Box 45240- 00100, Nairobi, Kenya
Tel: 020 - 2247987/2248172,
0725 - 751 878, 0735 - 701 311
nairobicampus@kemu.ac.ke
Fax: 020 - 248160

Nakuru Campus

Mache Plaza
P.O. Box 3654 - 20100,
Nakuru, Kenya
Tel: 051-2214456
Fax: 2215314
info@kemu.ac.ke

Marimanti Centre

PM Methodist Rural Training Centre
P.O. Box 22 - 60215, Marimanti, Kenya
Tel: : 020 - 2118423/4/5/6/7
0724 256 162, 0734 -310 655
Fax: 064 -30162
info@kemu.ac.ke

Mombasa Campus

Tel: 041 - 2495945/8
0715 120 282, 0731 190 932
P.O. Box 89983 - 80100,
Mombasa, Kenya
info@kemu.ac.ke

Nyeri Campus

Rware Building
P. O. Box 2285 - 10140, Nyeri , Kenya
Tel: 061 - 2032904, 020 - 2118441
0700-739 988, 0733 601 884
Fax: 061 - 2034100

Maua Centre

Maua Methodist Hospital
Sacco Building
P.O. Box 267 - 60200,
Meru, Kenya
Tel: 020 - 2118439
info@kemu.ac.ke

Meru Town Centre

P.O. Box 267 - 60200,
Meru, Kenya
Tel: 064 - 31814 , 0718 767 060
info@kemu.ac.ke



KeMU
Kenya Methodist University

The future is here!

**Bachelor of Arts in
Communication and Journalism**

About the program

The Bachelor of Arts in Communication & Journalism studies is designed to produce journalists and communication experts equipped with modern communication techniques, tools and skills that will enhance their capacity to participate and compete effectively in the media industry, locally and internationally.

The course prepares students to work in varied media settings and includes instruction in behavioral aspects of human communication and the role of communication both in culture and society in general. It encompasses an integrated curricular structure leading to professionally oriented concentrations in the final trimester. Students, however, take courses across the gamut of communication and journalism.

Expected Learning Outcomes of the Program

On completion of this program, the graduate should be able to;

- i) Write, present radio, television and film scripts.
- ii) Develop, manage and disseminate information effectively
- iii) Gather, process and disseminate information for print media
- iv) Develop, package and disseminate information for electronic media
- v) Manage and Provide leadership in the Media Industry

Mode of Delivery of the Program

- Full Time
 Part Time

Specialization

1. Communication (Public Relations, Advertising, Documentary production, Marketing Research)
2. Journalism (Print or Electronic Media)

Minimum Admission Requirements

- i. KCSE C+ (or equivalent examination) certificate with a minimum of C in English,
- Or**
- ii. KACE certificate with a minimum of two principal passes, two subsidiaries and a minimum of a credit pass in English at KCE,
- Or**
- iii. Be holder of diploma in communication or Journalism from an institution recognized by the University Senate, and those with credit pass or distinction may be admitted in the second year of study.

Course Structure

First Year: Trimester 1

Course Code	Course Title	Credits Hours
COMM 111	Communication Skills	3
THEO 111	Christian Beliefs	3
COMP 100	Computer Applications	3
MATH 130	Basic Statistics	3
BACJ 110	English for Journalists	3
BACJ 111	Comparative Mass Media Systems	3
Total		18

First Year: Trimester 2

Course Code	Course Title	Credits Hours
ECON 051	Principles of Economics	3
ENVI 201	Environmental Science	3
SOST 034	Introduction to Philosophy	3
SOST 045	Introduction to World History	3
BACJ 120	Introduction to Communication Theory	3
BACJ 121 3	Maths for Journalists 3	3
Total		18

First Year: Trimester 3

Course Code	Course Title	Credits Hours
BUSS 221	Entrepreneurship	3
HSCI 225	HIV/AIDs	3
SOST 131	Introduction to Sociology	3
BACJ 230	Principles of Public Relations	3
BACJ 231	Reporting and Writing	3
BACJ 232	Mass Media in African Society	3
Total		18

Second Year: Trimester 4

Course Code	Course Title	Credits Hours
EDUC 214	Understanding Psychology	3
BACJ 240	Introduction to Advertising	3
BACJ 241 3	Communication Theory	3
BACJ 242 3	Broadcast News Reporting	3
BACJ 243 3	Photojournalism	3
		3
BACJ 244	Media Law and Ethics	3
Total 18		18

Second Year: Trimester 5

Course Code	Course Title	Credits Hours
BACJ 350	Development Communication	3
BACJ 351	Feature Writing	3
BACJ 352	Investigative Reporting	3
BACJ 353	Ethnicity, Gender and Media	3
BACJ 354	New Information Communication Technologies	3
BACJ 355	Script Writing	3
Total		18

Second Year: Trimester 6

Course Code	Course Title	Credits Hours
BACJ 360	The Art of Interviewing	3
BACJ 361	Public Speaking & Presentation Skills	3
BACJ 362	Freelance Journalism	3
BACJ 363	Analysis and Opinion Writing	3
BACJ 364	Online Journalism	3
BACJ 365	Conflict Sensitive Journalism	3
Total		18

Third Year: Trimester 7

Course Code	Course Title	Credits Hours
BACJ 470	Mass Media Research	3
BACJ 471	Persuasion and Influence of Public Opinion	3
BACJ 472	Communication and Politics	3
BACJ 473	Sub-Editing	3
BACJ 474	Media Management	3
	Any one elective	3
Total		18

Third Year: Trimester 8

Course Code	Course Title	Credits Hours
BACJ 480	Communication Research Project	4
	Any three electives	9
Total		13