

Mount Kenya University

SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

COURSE STRUCTURE FOR MASTER OF ARTS IN JOURNALISM AND MEDIA
STUDIES (MA.JMS)

Course Academic Year Structure for M.A in Journalism and media studies by unit, contact and Credit Hours

UNIT TITLE	CODE	SEMESTER	YEAR	CONTACT HOURS	CREDIT HOURS
Core Units					
Theories of Communication	MJL5101	1	1	42	3
Trends in Mass Communication	MJL5113	1	1	42	3
Issues of Law and Ethics in Mass Communication	MJL5103	1	1	42	3
Writing for Mass Media	MJL5105	1	1	42	3
Media Management	MJL5104	2	1	42	3
Advanced Editing for Mass Media	MJL5106	2	1	42	3
Research Methodology	SMCU001	2	1	42	3
Audience Studies	MJL5107	2	1	42	3
Thesis option begins after 1st year					
Area of Specialization: Journalism (Choose any 4 units)					
New Media and Convergence	MJL5201	3	1	42	3
Specialized Writing	MJL5202	3	1	42	3
Development Communication	MJL5203	3	1	42	3
Investigative Journalism	MJL5204	3	1	42	3
Mediated Conflict Reporting	MJL5205	3	1	42	3
Area of Specialization: Corporate Communication					


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(Choose any 4 units)					
Strategic Public Relations	MJL5206	3	1	42	3
Communication Strategy Formulation and Implementation	MJL5207	3	1	42	3
Media Analysis for Corporate Communication	MJL5208	3	1	42	3
Theories of Public Relations	MJL5209	3	1	42	3
Corporate Advertising, Image and Identity	MJL5210	3	1	42	3
Area of Specialization: Media Management (Choose any 4 units)					
Media Operations and Organization	MJL5211	3	1	42	3
Media Leadership and planning	MJL5212	3	1	42	3
Media Economics	MJL5213	3	1	42	3
Management Practices	MJL5214	3	1	42	3
Media Strategy Implementation	MJL5223	3	1	42	3
Project option begins after 2nd year 1st Semester					
Research Project	SMCU003	2	2		


