

## Advising Guide for Study Abroad in

# JOURNALISM: STRATEGIC COMMUNICATION

## PLANNING TIPS



### Look into your options early

KU students can study abroad as early as the second semester of their first year. It's never too early to start planning for study abroad!



### Summer Options

Summer is a great time to take Journalism elective courses abroad, or you can participate in an international internship opportunity to gain valuable work experience.



### Talk with your academic advisor

Create a plan for study abroad during fall and/or spring advising in your first year at KU, or as early as possible.



### Semester Study

As a Journalism student, you have a lot of flexibility when it comes to selecting courses to take abroad. You can take Journalism Core, Journalism elective, or KU core courses. You can also satisfy requirements for your major or minor outside of Journalism. You could study abroad during your second or third year, AND stay on track for graduation in four years.

## DEGREE REQUIREMENTS

### KU Core Requirements

- GE 11 Critical Thinking (JOUR 302)
- GE 12 Quantitative Literacy
- GE 21 Written Communication #1
- GE 21 Written Communication #2 (JOUR 304)
- GE 22 Oral Communication
- GE 3H Arts and Humanities
- GE 3S Social Sciences (JOUR 101)
- GE 3N Natural Sciences
- AE 41 Diversity of Human Experience
- AE 42 Global Awareness
- AE 5 Social Responsibility and Ethics (JOUR 608)
- AE 6 Integration and Creativity

### BSJ Degree Specific Requirements

- Journalism grammar module and exam
- One course in business and leadership
- One course in historical context
- Foreign language proficiency (*4th level proficiency in one language or 3rd level proficiency in one language and one course in another language*)
- One course in quantitative literacy beyond MATH 101
- One natural science with a lab
- \*\*Minor or major outside Journalism

### Journalism Core

- JOUR 101 Media and Society
- JOUR 300 Visual Storytelling
- JOUR 302 Infomania
- JOUR 304 Media Writing
- JOUR 608 Ethics & Professional Practice
- JOUR 618 First Amendment and Society
- Journalism Diversity Course (JOUR 201, 534, 590, 613)

### Strategic Communication Requirements

- JOUR 320 Intro to Strategic Communication
- JOUR 420 Prin. of Advertising & Public Relations
- JOUR 460 Research Methods in Strat. Comm.
- JOUR 560 Message Development
- JOUR 640 Strategic Campaigns
- Journalism Electives (6 hours)

### Other Requirements

- Electives to reach minimum total hours, junior/senior, and/or journalism hours
- You must take a minimum of 42 hours in Journalism and at least 72 hours outside of Journalism
- Satisfy area distribution requirements by either completing an 18-hour minor outside of Journalism or a second degree outside of Journalism.

# RECOMMENDED PROGRAM OPTIONS

Below you will find a list of possible program options for your major that have been reviewed and approved by the School of Journalism. This is not an all-inclusive list, but rather a starting point for you to begin your study abroad search. For more program options and/or to learn more about the specific courses available, please visit [studyabroad.ku.edu](http://studyabroad.ku.edu) or come to the Office of Study Abroad Info Center in 105 Lippincott Hall.

Programs offering

## JOURNALISM COURSES

### AMERICAN UNIVERSITY IN BULGARIA

*Blagoevgrad, Bulgaria*

Located an hour from the capital city of Bulgaria, AUBG offers core JOUR courses such as Media Writing and Visual Storytelling as well as a variety of elective JOUR courses, all taught in English.

Eligibility: Sophomore standing with a GPA of 2.75 or higher.

Terms Offered: Fall and Spring

### DIS

*Copenhagen, Denmark*

Study in Denmark's beautiful capital and live with a Danish host family. Choose from a wide variety of courses taught in English including journalism courses such as International Strategic Communication and Social Media Strategic Communication. Most DIS courses have field study events during the semester to add depth and perspective as well as provide hands-on learning opportunities.

Eligibility: Junior standing. GPA of 3.0 is preferred.

Terms Offered: Fall, Spring, and Summer

### LORENZO DE MEDICI

*Florence, Italy*

Lorenzo de Medici is one of the most distinctive and well-established study abroad institutions in Europe offering over 500 different courses in English in 38 subject areas. This is a great option to satisfy JOUR elective hours or complete your Journalism Ethics requirement.

Eligibility: Sophomore status with a GPA of 2.8 or higher.

Terms Offered: Fall, Spring, and Summer

### MASSEY UNIVERSITY

*Wellington, New Zealand*

Set on the edge of a spectacular harbor, the Wellington campus offers students a variety of courses in creative arts, design, business, and communications. Multimedia Editing and Diversity in the Media are among the journalism offerings available.

Eligibility: Sophomore status with a GPA of 2.75 or higher.

Terms Offered: Fall, Spring. Note: many of the approved journalism courses are offered during KU's spring semester.

### UNIVERSITY OF STIRLING

*Stirling, Scotland*

While Stirling itself is an ancient fortress town dominated by its famous castle and ancient residence of Scotland's kings, the University of Stirling's campus is regarded as one of the most modern campuses in the UK. In addition to journalism course offerings such as Journalism Ethics and Media Writing, Stirling also has a reputation as a superior UK institution for Management and Business studies, Film and Media, and Environmental Studies.

Eligibility: Preferred junior status and a GPA of 2.8 or higher.

Terms Offered: Fall, Spring, and Summer

### SWANSEA UNIVERSITY

*Swansea, Wales*

Swansea University is situated on the south Wales coastline and is less than three hours by train from London and less than an hour away from Cardiff, the capital of Wales. This is a good option to satisfy elective hours for journalism. Courses are also offered in the humanities, social sciences, business, and more.

Eligibility: Preferred junior status and a GPA of 2.8 or higher.

Terms Offered: Fall and Spring

### UNIVERSITY OF WOLLONGONG

*Wollongong, Australia*

The city of Wollongong is a vibrant, bustling, multicultural city 50 miles to the south of Sydney. The university has a wide range of courses available from a multitude of academic areas, and approved journalism courses include Infomania, Digital Media, Magazine Journalism, and Ethics.

Eligibility: Second semester sophomore and a cumulative GPA of 2.7 or higher.

Terms Offered: Fall and Spring

LOOKING FOR MORE OPTIONS? VISIT OUR [WEBSITE](#).

# PROGRAM OPTIONS CONT.

Programs offering

## COURSES TAUGHT IN SPANISH

### PONTIFICIA UNIVERSIDAD CATOLICA ARGENTINA

*Buenos Aires, Argentina*

UCA is a private university with an ultra modern campus that is set in a lively neighborhood filled with theatres, restaurants, and museums. Take courses in Spanish in academic disciplines such as business, journalism, or Latin American Studies.

Eligibility: Students must have completed at least four semesters of college and have completed at least four semesters or the equivalent of Spanish prior to studying abroad (SPAN 216). Minimum GPA 2.75.

Terms Offered: Fall and Spring

### UNIVERSIDAD DE COSTA RICA

*San Jose, Costa Rica*

The Universidad de Costa Rica (UCR), one of the top research universities in Central America, offers a wide variety of courses taught in Spanish and includes an on-site orientation giving students a well-structured introduction to the country and its culture and history. Past Journalism students have selected UCR to help satisfy their second major or minor course requirements as well as improve their Spanish language skills.

Eligibility: Sophomore standing and a minimum GPA of 3.0 with at least 4 semesters of college-level Spanish (or equivalent).

Terms Offered: Fall and Spring

Programs offering

## EXPERIENTIAL OPPORTUNITIES

### INTERNATIONAL INTERSHIPS

*Various Locations*

Internship placements and duties vary based on location and student interest. Internship opportunities are a great way to develop your personal, professional, and intercultural competencies; gain insight into the working culture of your host country; apply classroom knowledge to real-life scenarios; and build your resume.

Eligibility: Preference for Juniors and Seniors, some locations are available to sophomores, cumulative GPA of 2.75.

Terms Offered: Summer

## FACULTY-LED SUMMER PROGRAMS (OFFERED ON A ROTATIONAL BASIS)

### SCOTTISH MEDIA & CULTURE: INTL. STRAT. COMM.

*Stirling, Scotland*

Students will be immersed in the digital information process, creating a multimedia information package suitable for online delivery. Students in the news/information track will register for JOUR 550, and students in the strategic communication track will register for JOUR 560. Students also have the option of adding an additional one or two University of Stirling courses at the conclusion of the faculty-led program.

Eligibility: Nine hours of journalism or instructor permission.

### CREATIVITY & CULTURE: ROME

*Rome, Italy*

Students will work in collaborative teams to conduct ethnographic research with an emphasis on trends and cultural consumer styles. In addition to structured, ethnographic exploration, the 3-week session includes a series of group intensive creative workshops where teams will produce one special edition of The Agency's new culture and trends quarterly publication called "The Watch." This special edition will include developing promotional messaging.

Eligibility: Eight hours of journalism or instructor permission.

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