



**University of Kentucky**  
**College of Communication and**  
**Information**

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March 13, 2020

MEMO

TO: Undergraduate Council and Faculty Senate

FROM: Shari Veil, Associate Dean for Undergraduate Affairs

CC: Jennifer Greer, Dean

RE: Hours Limit in the College of Communication and Information

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The College of Communication and Information hereby requests two changes to the language in the undergraduate bulletin regarding limits on hours within the School of Journalism and Media, Department of Integrated Strategic Communication, and the College of Communication and Information. The language in question is based on a misunderstanding of accreditation requirements and an antiquated assumption from when the College was smaller and offered fewer undergraduate majors. The language is not in our college rules. However, the Senate Council Chair recommended we propose the changes through Senate because they have been in the bulletin for at least a decade.

First, on page 206 of the 2019-2020 undergraduate bulletin in the last line of the section on Undergraduate Programs in Communication and Information, the bulletin states, “No student may take more than 48 hours within the School to complete a degree.” The College of Communication and Information contains two schools, the School of Information Science and the School of Journalism and Media. The School of Journalism and Media is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which requires that “students take a minimum of 72 semester credit hours required for a baccalaureate degree outside of journalism and mass communications” (<https://www.acejmc.org/policies-process/nine-standards/>). The Department of Integrated Strategic Communication is also seeking ACEJMC accreditation. Therefore, we would like specify the programs in question and change that line to better reflect the accreditation guidelines: “Students in the School of Journalism and Media and the Department of Integrated Strategic Communication must take a minimum of 72 semester credit hours outside of journalism and mass communications.”

**see blue.**

An Equal Opportunity University

Second, on page 207 of the 2019-2020 undergraduate bulletin in the last line of the first paragraph in the section on Graduation requirements, the bulletin states, “No more than 60 hours may be taken within the college.” This restriction limits students from double majoring in the College even when the programs are in separate departments with no overlapping courses. Therefore, we would like to remove this line from the bulletin.

These changes were proposed by the College of Communication and Information Retention Committee (2/25/2020) and voted on by the faculty in the School of Information Science (unanimous, 3/13/2020), School of Journalism and Media (unanimous, 3/2/2020), Department of Integrated Strategic Communication (unanimous, 3/2/2020), and Department of Communication (unanimous, 3/4/2020).

Jennifer D. Greer, Ph.D., is Dean of the College of Communication and Information.

The College of Communication and Information consists of the Department of Communication, the Department of Integrated Strategic Communication, the School of Journalism and Media, and the School of Information Science. The Department of Communication educates its students in interpersonal, small group, mass, health and organizational communication, and communication theory and research. Graduates pursue a variety of career paths in areas such as business and organizational communication, digital and mass communication, health communication, human communication, and sport communication. The Department of Integrated Strategic Communication prepares students for careers as professionals in the allied areas of advertising, public relations, and direct response communication. The journalism area within the School of Journalism and Media educates its students for professional careers in the media as writers, reporters, producers, editors, and broadcasters. The media arts and studies area within the School of Journalism and Media educates its students in telecommunications technology, management, programming, research, audio-video production, and the societal consequences of electronic media. The School of Information Science provides students with the basic knowledge and skills required to function effectively in beginning professional positions in various types of libraries and information-providing agencies.

## Accreditation

Journalism majors in the School of Journalism and Media have national accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

## Undergraduate Programs in Communication and Information

The University of Kentucky grants the following degrees in the College of Communication and Information:

- Bachelor of Arts
- Bachelor of Science

Students pursuing either the Bachelor of Arts or the Bachelor of Science select from these majors: communication, information communication technology, integrated strategic communication, journalism, and media arts and studies. Students may also select a minor in communication, a minor in information studies, a minor in journalism studies, and a minor in media arts and studies. Students may not double-major within the School of Journalism and Media; students majoring in integrated strategic communication or journalism may not minor in media arts and studies. Students majoring in integrated strategic communication or media arts and studies may not minor in journalism studies. Students majoring in information communication technology may not minor in information studies. University requirements for a double major stipulate that each major be in a separate department (see the *Graduation Requirements* section of this Bulletin). ~~No student may take more than 48 hours within the School to complete a degree.~~ **Students in the School of Journalism and Media and the Department of Integrated Strategic Communication must take a minimum of 72 semester credit hours outside of journalism and mass communications.**

## Undergraduate Certificates in Communication and Information

The University of Kentucky grants the following undergraduate certificates in the College of Communication and Information:

- Health Communication
  - Innovation and Entrepreneurial Thinking
- Information and requirements for the certificates are listed on page 213.

## Scholarships and Financial Aid

The College of Communication and Information has several opportunities for students to obtain scholarship funding. The college awards four scholarships to incoming freshmen and two scholarships to rising juniors and seniors. The School of Journalism and Media awards nearly \$45,000 in aid from various scholarship funds annually. The Department of Communication also has funding available for rising juniors and seniors. Generally, the deadline for scholarship applications is early in the spring semester. For specific information on scholarships, go to <http://ci.uky.edu/ci/scholarships>, or contact the Office of Student Services in Blazer Hall.

## ADMISSION POLICY

Admission to the University is sufficient for admission to the College of Communication and Information as a **premajor** for students who have completed less than 30 semester hours. **An application must be filed with the college in order for a student to be considered for admission as a premajor or major.** However, admission as a premajor does not guarantee admission as a **major** in one of the degree programs in the College of Communication and Information. In general, admission as a major depends upon the qualifications and preparation of the applicant, as well as the availability of resources for maintaining quality instruction. Additionally, depending on the timing of admission into the major program, students may not have access to major classes until subsequent semesters.

Upper-division admission into a degree program is necessary in order to be granted a baccalaureate degree from the College of Communication and Information.

## Transfer Students

The journalism major in the School of Journalism and Media is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Under ACEJMC guidelines, no more than 12 hours of major courses from a student's previous institution(s) may be counted toward a degree in journalism at the University of Kentucky.

## Admission to Degree Programs

In order to be admitted to any of the five undergraduate majors (communication, information communication technology, integrated strategic communication, journalism, and media arts and studies) offered by the College of Communication and Information, an applicant must fulfill the following requirements:

1. Enrollment in the University of Kentucky (Students are considered for acceptance by the college only after acceptance by the University.);
2. Completion of 30 semester hours of course work;
3. Minimum of 2.0 cumulative grade-point average;

4. Completion of premajor requirements of the program to which application is made;
5. Completion of UK Core areas I, II, III, IV, V, VI, VII and VIII;
6. Submission of an application form.

No student will be allowed to test out of any Journalism, Integrated Strategic Communication, or Media Arts and Studies course. A student taking a similar course from another institution would still be allowed credit should the course meet criteria similar to the University of Kentucky course.

Students meeting these requirements will be designated as **majors** or as students with **upper-division standing** in the program to which admission is granted. Any student not meeting one or more of these requirements may be granted premajor status.

In the admission considerations, when personal, academic, professional, or intellectual circumstances tend to discount lower academic scores, admission may be granted if there is other persuasive evidence of both the capability and motivation to undertake successfully a program in the College of Communication and Information.

Annually, the College of Communication and Information faculty will review the minimum standards required for admission to the college. Any change in requirements will be implemented at the beginning of the academic year (fall semester) and will be in effect for the entire academic year. If the standards are to be changed, the Dean of the College of Communication and Information will submit the proposed change by February 1 to the University Senate Council for approval, with prior circulation to the University deans and directors.

### Admissions Process

Applications from students outside the University of Kentucky seeking admission to the College of Communication and Information, whether for lower-division or upper-division status, must be received by the University of Kentucky Admissions Office no later than **April 1** (for summer sessions), **August 1** (for fall semester) and **December 1** (for spring semester).

Students enrolled in other UK colleges on campus may apply for admission during the major change window. The appropriate deadlines are listed in the University calendar as approved times to change majors.

Each applicant bears the responsibility to see that the application contains all the requested materials.

### Enrollment in Upper Division Courses

Enrollment in College of Communication and Information courses numbered 300-599 will be limited in order of priority to:

1. majors and minors in College of Communication and Information degree programs;

2. non-College of Communication and Information students who are registered for specific programs requiring College of Communication and Information courses;
3. other students or categories of students with the express permission of the department offering the course (departments may choose to declare certain courses as open enrollment courses).

## GRADUATION REQUIREMENTS

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communication and Information, each student must (1) complete 120 hours of course work (excluding courses lower than the 100 level, courses with an **R** designation, physical education service courses, and/or EXP 396/397 credits) with a grade-point average of at least 2.0 and (2) complete at least 42 hours in upper division courses (300 or above). ~~No more than 60 hours may be taken within the college.~~

Other requirements include UK Core, premajor requirements, field of concentration (24-27 hours of major work and 15-18 hours of cognate courses earned outside the college as defined by the units), and a minimum of six hours of free electives.

### Bachelor of Arts Degree Requirements

Students who pursue the B.A. within the College of Communication and Information must fulfill the following requirements.

**UK Core:** Students must complete all areas of the UK Core program. (See *UK Core* section in this Bulletin for a detailed explanation of requirements.)

### College B.A. Requirements

1. **Language.** Complete one of the following sequences:

**Option A:** Successful completion of the fourth college semester of one foreign language. (Note: This may be accomplished by scoring at this level on a placement test for previous work in the foreign language.)

**Option B:** Complete a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. This set shall be comprised of one course from Group I below, and one course from Group II. (Courses counted as meeting this option may not be counted in the major or field of concentration.)

**Group I:** LIN 211.

**Group II:** ENG/LIN 209, ENG 210, ENG/LIN 310, ENG/LIN 311, LIN 317, ANT/LIN 325, LIN 331.

2. **Statistics:** STA 210

### Major Requirements

Students must complete the departmental requirements for one of the five majors (communication, information communication technology, integrated strategic communication, journalism, or media arts and studies).

**Subtotal: College B.A. Hours ..... 9-17**

### Bachelor of Science Degree Requirements

Students who pursue the B.S. within the College of Communication and Information must fulfill the following requirements:

**UK Core:** Students must complete all areas of the UK Core program. (See *UK Core* section in this Bulletin for a detailed explanation of requirements.)

### College B.S. Requirements

1. **Mathematics, statistics and computer science:** Complete 9 credits in mathematics and/or computer sciences beyond the UK Core requirement. At least 3 hours must be in statistics.

2. **Science Courses.** Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communication and Information. These courses must be approved by an advisor in the College of Communication and Information and may be from the areas of mathematics, statistics, computer science, physical sciences, biological sciences, social and behavioral sciences, as well as from appropriate professional fields.

**Subtotal: College B.S. Hours ..... 60**

### Academic Advising

Advising in the College of Communication and Information is under the jurisdiction of the Office of Student Services, Blazer Hall. A registration hold is placed on each student's record at the beginning of each term. The hold is removed after the student meets with the academic advisor for a priority registration advising appointment.

When students in the School of Journalism and Media are admitted to the upper-division of the college, they are assigned a faculty mentor from their major program.

### B.S. or B.A. with a major in COMMUNICATION

The major in communication provides students with the knowledge and skills necessary to design, manage, and evaluate communication processes involving individuals, groups, and the public. Graduates develop strong oral, written, and interpersonal communication skills as well as an advanced ability to analyze and critique messages, behaviors, and media.

Majors typically plan their upper-division course work around five identified career paths: business and organizational communication, digital and mass communication, health care communication, human communication, and sport communication. Human communication students also can tailor their own unique program of study to meet specific needs. Careful planning with the student's advisor is necessary.

Communication majors are encouraged to participate in educational activities beyond regular course offerings. The department has an excellent internship program which offers the opportunity for work with employers in corporate, government, and public service agencies. In addition, students may elect to do independent study work



with individual faculty on special topics or projects. All majors are encouraged to participate in a variety of student organizations providing extra-curricular activities designed to enhance the academic experience and career opportunities. For students who qualify, the department sponsors an Honors Society and a department honors distinction (for COM majors with a 3.3+ COM GPA who complete COM 351, COM 365, and COM 454).

**Degree Requirements**

Each student completes the following:

**College Requirements**

See “College B.A. Requirements” or “College B.S. Requirements” on page 207.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

COM 101 Introduction to Communications ..... 3

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

Choose one course from approved list ..... 3

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list ..... 3

**X. Global Dynamics**

Choose one course from approved list ..... 3

**UK Core hours ..... 30**

**Graduation Composition and Communication Requirement (GCCR)**

COM 326 Communication Strategies  
for Professional Excellence  
or  
COM 351 Introduction to Communication Theory ..... 3

**Graduation Composition and Communication Requirement hours (GCCR) ..... 3**

**Premajor Requirements (15 hours)**

COM 101 Introduction to Communications ..... 3  
CIS/WRD 110 Composition and Communication I ..... 3  
CIS/WRD 111 Composition and Communication II ..... 3  
COM 252 Introduction to  
Interpersonal Communication ..... 3  
COM 249 Mass Media and Mass Culture ..... 3

**Subtotal: Premajor hours ..... 15**

**Major Requirements (21 hours)**

Students must complete 21 hours at the 325-level or above, of which at least 9 hours must be at the 400- and/or 500-level.

**Cognate (15 hours)**

Students must complete 15 hours in courses related to a Career Path at the 300-level or above, as approved by the student’s academic advisor.

**Open Electives (6 hours)**

Students must complete 6 additional hours of their choice at the 300-level. These courses can be taken pass/fail.

**Subtotal: Career Track Hours ..... 36**

**Subtotal: Major Hours ..... 42**

**TOTAL HOURS: ..... 120**

**Suggested Career Paths**

**Business and Organizational Communication**

**Required:**

COM 325 Introduction to  
Organizational Communication ..... 3

Complete **three** of the following:

COM 425 Communication, Negotiation,  
and Conflict Management in Organizations ..... 3

COM 581 Teamwork and Leadership  
in Organizations ..... 3

COM 525 Advanced Issues in Organizational  
Communication (Subtitle required) ..... 3

COM 535 Risk and Crisis Communication ..... 3

COM 399 Internship in Communication ..... 3

plus 9 additional credits in upper division COM courses at the 325 level and above and 15 additional credits in COGNATE courses including the following:  
COM 315 Understanding Workplace Communication  
in a Diverse U.S. Society ..... 3

**Note:** 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

**Cognate Area**

Courses in sociology, philosophy, marketing, management, and information studies are often chosen for this cognate.

**Digital and Mass Communication**

**Required:**

COM 352 Interpersonal Communication  
and Social Media ..... 3

COM 449 Social Processes and Effects  
of Mass Communication ..... 3

COM 453 Digital and Mass Communication  
Media Literacy ..... 3

COM 553 Critical Analysis of Communication  
and Persuasion in Popular Culture ..... 3

plus 9 additional credits in upper division COM courses at the 325 level and above and 15 additional credits in COGNATE courses including the following:  
COM 312 Learning Intercultural Communication  
Through Media and Film ..... 3

**Note:** 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

**Cognate Area**

Courses in art studio, sociology, political science, journalism and media arts and studies and marketing are often chosen for this cognate.

**Health Care Communication**

**Required:**

COM 471 Introduction to Health Communication ..... 3  
COM 482 Studies in Persuasion ..... 3  
COM 571 Interpersonal Communication

in Health Contexts ..... 3  
COM 572 Health Communication Campaigns  
and Communities ..... 3

plus 9 additional credits in upper division COM courses at the 325 level and above and 15 additional credits in COGNATE courses including the following:

COM 311 Taking Control of Your Health:  
Patient-Provider Communication ..... 3

**Note:** 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

**Cognate Area**

Courses in sociology, psychology, behavioral science, philosophy, public health, marketing and management are often chosen for this cognate.

**Human Communication**

**Required:**

Minimum 21 credits in upper-division COM courses, 9 of which must be at the 400 or 500 level. Minimum 15 credits at the 300 level and above in COGNATE.

**Cognate Area**

Courses in sociology, political science, media arts and studies, family studies, marketing and management are often chosen for this cognate.

**Sport Communication**

**Required:**

COM 327 Communication and Sport ..... 3

Complete three of the following:

COM 353 Technology-Mediated  
Communication in Sport ..... 3

COM 426 Sport Communication and Analytics ..... 3

COM 460 Sport Industries and Audiences ..... 3

COM 563 Critical Analysis of Sport Media  
and Society ..... 3

plus 9 additional credits in upper-division COM courses at the 325 level and above, including GCCR, and 15 additional credits in COGNATE courses.

**Note:** 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

**Cognate Area**

Courses in kinesiology and health promotion, marketing, family sciences, and information communication technology are often chosen for this cognate.

**B.S. or B.A. with a major in  
COMMUNICATION – Online Option –  
Human Communication**

**Prerequisites**

**For the B.A.**

At least 60 hours. Current UK students will not be admitted. Former UK students can apply after being unenrolled for at least a year. Additional semesters may be required if a student needs to complete UK Core or elects to choose the foreign language option of the B.A.

**For the B.S.**

At least 60 hours from another institution or after leaving UK and being out at least a year. Additional semesters may be required if a student needs to complete UK Core or needs additional math or science requirements for the B.S.

**Degree Requirements****For the B.A.**

- 120 credit hours (excludes KHP service courses, EXP courses, and remedial [and below 100-level] courses)
- Must complete all UK Core requirements, UK graduation language requirements, BA language requirements, premajor and major requirements, GCCR, and one statistics course
- 42 hours at the 300-level or above
- 2.0 major grade-point average
- 2.0 cumulative grade-point average

**For the B.S.**

- 120 credit hours (excludes KHP service courses, EXP courses, and remedial [and below 100-level] courses)
- Must complete all UK Core requirements, UK graduation language requirements, B.S. math/science requirements (9 hours beyond UK core in MA/CS/STA, 48 hours outside the college in science), premajor and major requirements, GCCR, and one statistics course
- 42 hours at the 300-level or above
- 2.0 major grade-point average
- 2.0 cumulative grade-point average

**Graduation Composition and Communication Requirement (GCCR)**

COM 351 Introduction to Communication Theory ..... 3

**Graduation Composition and Communication Requirement hours (GCCR) ..... 3****Premajor Requirements**

9 hours from the following courses:

COM 101 Introduction to Communications ..... 3  
 COM 249 Mass Media and Mass Culture ..... 3  
 COM 252 Introduction to Interpersonal Communication ..... 3

**Major Requirements**

21 hours from the following courses:

COM 325 Introduction to Organizational Communication ..... 3  
 COM 350 Language and Communication ..... 3  
 COM 351 Introduction to Communication Theory ..... 3  
 COM 449 Social Processes and Effects of Mass Communication ..... 3  
 COM 471 Introduction to Health Communication ..... 3  
 COM 482 Studies in Persuasion ..... 3  
 COM 572 Health Communication Campaigns and Communities ..... 3

**Cognate Requirements**

15 hours at the 300+ level in supportive electives which may include the following courses:

COM 311 Taking Control of Your Health: Patient-Provider Communication ..... 3  
 COM 313 Interpersonal Communication in Close Relationships ..... 3  
 COM 314 The Dark Side of Interpersonal Communication and Relationships ..... 3  
 COM 315 Understanding Workplace Communication in a Diverse U.S. Society ..... 3

**Minor in Communication**

Any student wishing to minor in Communication must meet college selective admission requirements (45 credits completed, 24 credits in UK Core courses, COM 101 and have a 2.0 cumulative grade-point average).

1. COM 101 Introduction to Communications .....	3
2. COM 287 Persuasive Speaking .....	3
3. Two courses (6 hours) from the following:	
COM 249 Mass Media and Mass Culture .....	3
COM 252 Introduction to Interpersonal Communication .....	3
COM 281 Communication in Small Groups .....	3
COM 325 Introduction to Organizational Communication .....	3
4. Two courses (6 hours) from the following:	
COM 311 Taking Control of Your Health: Patient-Provider Communication .....	3
COM 312 Learning Intercultural Communication Through Media and Film .....	3
COM 313 Interpersonal Communication in Close Relationships .....	3
COM 314 The Dark Side of Interpersonal Communication and Relationships .....	3
COM 315 Understanding Workplace Communication in a Diverse U.S. Society .....	3
COM 316 Emergency and Disaster Communication: Humanity in a Zombie Apocalypse .....	3
COM 317 Communication in Family and Marital Relationships .....	3
COM 327 Communication and Sport .....	3

**B.S. or B.A. with a major in INTEGRATED STRATEGIC COMMUNICATION**

The Integrated Strategic Communication major offers students professional preparation for careers in the allied areas of advertising, public relations, and direct response communication. Through course work, students develop conceptual command of these allied areas and also build expertise in one area through the *PATH* option they select. The major stresses a strategic approach to communication initiatives and is designed to build analytical and critical thinking skills as well as writing and presentation skills.

ISC graduates enjoy highly diverse career destinations. Agencies specializing in advertising, public relations, and direct response along with the media and communication technology industries, corporations, nonprofit organizations, and regulatory/consumer protection agencies need employees who have the skills developed by the ISC graduate.

ISC students are encouraged to expand their course work with activities unique to the major. The American Advertising Federation and Public Relations Student Society of America chapters offer both leadership and networking opportunities. A dynamic, professionally-oriented internship program insures that students gain hands-on experience with communications, government, or nonprofit agencies or with corporations or the

media. Students are also encouraged to work with the *Kernel*, WRFL and WUKY.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See "College B.A. Requirements" or "College B.S. Requirements" on page 207.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete **UK Core requirements**. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

PSY 100 Introduction to Psychology ..... 4

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

Choose one course from approved list ..... 3

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning ..... 3

**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list ..... 3

**X. Global Dynamics**

Choose one course from approved list ..... 3

**UK Core hours ..... 31****Graduation Composition and Communication Requirement (GCCR)**

ISC 491 Integrated Strategic Communication Campaigns Capstone ..... 3  
 plus  
 Approved ISC Portfolio

**Graduation Composition and Communication Requirement hours (GCCR) ..... 3****Premajor Requirements Hours**

PSY 100 Introduction to Psychology ..... 4  
 ISC 161 Introduction to Integrated Strategic Communication ..... 3

ISC 261 Strategic Planning and Writing  
 or  
 JOU 204 Writing for the Mass Media ..... 3

STA 210 Making Sense of Uncertainty:  
 An Introduction to Statistical Reasoning ..... 3

**Subtotal: Premajor hours ..... 13****Major Requirements**

ISC 321 Research Methods for the Integrated Strategic Communication Professional ..... 3  
 ISC 311 Ethical, Legal and Social Issues in ISC ..... 3  
 ISC 399 Internship: ISC ..... 3

plus, complete one of the following two-course *PATHS*:

**Creative Path**

ISC 331 Advertising Creative Strategy and Execution I ..... 3  
 ISC 431 Advertising Creative Strategy and Execution II ..... 3

**Public Relations Path**

ISC 341 Strategic Public Relations ..... 3  
 ISC 441 Case Studies in Public Relations ..... 3

**ISC Account Management Path**

ISC 351 ISC Account Management ..... 3  
 ISC 451 Integrated Strategic Media Management ..... 3

**Direct Response Path**

ISC 361 Direct Response Targeting: Media and Database Management ..... 3  
 ISC 461 Direct Response Message Strategies ..... 3

**Portfolio**

Portfolio required for graduation.

**Capstone Requirement**

ISC 491 Integrated Strategic Communication Campaigns Capstone ..... 3

**Major Electives**

9 hours of 300+ level undergraduate courses offered in the Department of Integrated Strategic Communication or School of Journalism and Media. ISC majors are expected to work with their academic advisor to build a program of electives that supports and extends the courses in the Major *PATH*.

**Minor**

MKT 300 Marketing Management ..... 3  
 A 300+ level course in the Department of Philosophy dealing with social or professional ethics, such as PHI 332.

Students must complete a minor offered through UK, with the exception of minors in Journalism Studies or Media Arts and Studies.

**TOTAL HOURS:** ..... **minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 72 of the 120 hours required for graduation must be in courses other than professional media-based communications.

**B.S. or B.A. with a major in JOURNALISM**

The journalism major prepares students for leadership roles in rapidly changing media by requiring a strong core of journalism courses within the rich context of a liberal arts education. Courses are designed to foster analytical and critical thinking skills and to teach students to communicate effectively with a mass audience.

Founded in 1914, the journalism program has full national accreditation by the Accrediting Council on Education in Journalism and Mass Communications. Alumni include Pulitzer Prize winners, Nieman fellows and nationally known journalists.

Journalism majors learn about media law, ethics and history, and about the media's role in an increasingly diverse society. The program emphasizes hands-on learning. Students select either a print/multimedia or broadcast/multimedia emphasis in their professional skills courses. Majors choosing a print/multimedia emphasis have the opportunity to write for a daily newspaper. Students who select the broadcast/multimedia gain on-air experience at the university radio station and report, anchor, videotape and produce a newscast aired on a local cable channel.

Graduates are prepared for jobs as reporters and editors for print, broadcast and online media, and for positions as assignment editors, producers, managing editors, publishers and new media entrepreneurs. Courses are also offered for students interested in specialized careers such as sports reporting, business writing, arts criticism or graphic design.

All majors are encouraged to supplement their course work with media experience at the *Kentucky Kernel*, the independent daily student newspaper; the *Kentuckian*, the student yearbook; WUKY, the university's public radio station, or WRFL, the student-run radio station. All students are required to participate in the school's internship program.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See "College B.A. Requirements" or "College B.S. Requirements" on page 207.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete **UK Core requirements**. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

Preferred:  
 PS 101 American Government ..... 3

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

MA 111 Introduction to Contemporary Mathematics or  
 MA 123 Elementary Calculus and Its Applications... 3-4

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:  
 An Introduction to Statistical Reasoning ..... 3

**IX. Community, Culture and Citizenship in the USA**

Preferred:  
 PS 230 Introduction to International Relations ..... 3

**X. Global Dynamics**

Choose one course from approved list ..... 3

**UK Core hours** ..... **30-36**

**Graduation Composition and Communication Requirement (GCCR)**

JOU 330 Web Publishing and Design ..... 3  
**plus**  
 Approved JOU Portfolio

**Graduation Composition and Communication Requirement hours (GCCR)** ..... **3**

**Premajor Requirements**

**Hours**

JOU 101 Introduction to Journalism ..... 3  
 JOU 204 Writing for the Mass Media ..... 3  
 Any political science course ..... 3

**Subtotal: Premajor hours** ..... **9**

**Major Core Requirements**

JOU 531 Media Law ..... 3  
 JOU 532 Ethics of Journalism and Mass Communication ..... 3  
 JOU 455 Mass Media and Diversity (Subtitle required) ..... 3  
 JOU 330 Web Publishing and Design ..... 3  
 JAT 399 Internship: JAT ..... 3  
 JOU 498 Multimedia Storytelling ..... 3

**Advanced Reporting Course**

Choose **one** of the following courses:  
 JOU 499 Advanced Writing for the Mass Media (Subtitle required) ..... 3  
 JOU 485 Community Journalism ..... 3

**Conceptual Course**

Choose **one** of the following courses:  
 JOU 535 History of Journalism ..... 3  
 JOU 541 The First Amendment, Internet, and Society ..... 3

**Major Core hours** ..... **24**

**PATHS**

One of the following paths:

**Print/Multimedia Path**

JOU 301 News Reporting ..... 3  
 JOU 303 News Editing ..... 3  
 plus **nine** hours of 300-level or above electives in the School ..... 9  
**Print/Multimedia Path hours** ..... **15**

**Broadcast/Multimedia Path**

JOU 302 Radio and TV News Reporting ..... 3  
 JOU 304 Broadcast News Decision Making ..... 3  
 JOU 404 Advanced TV News ..... 3  
 plus **six** hours of 300-level or above electives in the School ..... 6  
**Broadcast/Multimedia Path hours** ..... **15**  
**Subtotal: Major hours** ..... **39**

**Required Minor**

Students must complete a minor from another college at the University of Kentucky.

**Portfolio**

Portfolio required for graduation.

**TOTAL HOURS:** ..... **minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 72 of the 120 hours required for graduation must be in courses other than professional media-based communications.

**Minor in Journalism Studies**

The minor in Journalism Studies requires a minimum of 18 hours of course work to include:

**Minor Prerequisites**

JOU 101 Introduction to Journalism ..... 3  
 JOU 204 Writing for the Mass Media ..... 3



**Minor Requirements**

JOU 455 Mass Media and Diversity (Subtitle required) .....	3
JOU 531 Media Law .....	3

**Minor Electives**

Select from the following for a total of 6 credits:

*JOU 415 Design and Layout (Subtitle required) .....	1
**JOU 497 Special Topics in Journalism (Subtitle required) .....	3
JOU 532 Ethics of Journalism and Mass Communication .....	3
JOU 535 History of Journalism .....	3
JOU 541 The First Amendment, Internet, and Society .....	3

\*May be repeated to a maximum of 3 credits under different subtitles.

\*\*May be repeated to a maximum of 6 credits under different subtitles.

## B.S. or B.A. with a major in MEDIA ARTS AND STUDIES

The media arts and studies major offers students a liberal arts program covering a range of issues related to electronic mass communication and electronic personal communication. In addition, students interested in message production or media management can opt to integrate selected professional or skills-based courses into their program of study.

Socio-cultural media courses address the historical, political and social aspects of variegated forms of media communications. Media industry courses examine organizational, economic, and/or technological dimensions of telecommunications systems and the interrelations among these factors. These courses may center on mass communication issues, interactive communication issues, or both.

Media production courses cover the traditional telecommunications areas of audio and video production and the more recent developments in multimedia, videogame and Web design and production.

All media arts and studies majors will take advantage of the experiential learning opportunity provided by a formal internship. The School of Journalism and Media has an excellent internship program which offers the opportunity to work with a wide variety of employers, including companies oriented to the provision of voice, data, and/or video products and services. In addition, students may pursue special interests in media arts and studies through independent study with any of the media arts and studies professors.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See "College B.A. Requirements" or "College B.S. Requirements" on page 207.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete **UK Core requirements**. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

Choose one course from approved list .....

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list .....

**III. Intellectual Inquiry in the Social Sciences**

Choose one course from approved list .....

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list .....

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I .....

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II .....

**VII. Quantitative Foundations**

Choose one of the following:

MA 111 Introduction to Contemporary Mathematics ..	3
MA 123 Elementary Calculus and Its Applications .....	4
PHI 120 The Art of Thinking: An Introduction to Logic .....	3

**VIII. Statistical Inferential Reasoning**

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning .....	3
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**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list .....

**X. Global Dynamics**

Choose one course from approved list .....

**UK Core hours** ..... **30-31**

**Graduation Composition and Communication Requirement (GCCR)**

MAS 300 Mass Media Research Methods .....	3
JAT 399 Internship: JAT .....	1-3

**Graduation Composition and Communication Requirement hours (GCCR)** ..... **4-6**

**Premajor Requirements**

**Hours**

MAS 101 Introduction to Media and Culture .....	3
MAS 201 Communication Technologies and Society .....	3
STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning .....	3

**Subtotal: Premajor hours** ..... **9**

**Major Requirements**

**Hours**

MAS 300 Media Studies Research Methods .....	3
MAS 310 Media Policy and Regulation .....	3
MAS 335 Introduction to the Media Industries .....	3
JAT 399 Internship: JAT .....	3

plus 24 hours from the following:

<b>Social-Cultural Media Courses</b> (minimum of 6 hours)	
MAS 319 World Media Systems .....	3
MAS 323 Media Psychology .....	3
MAS 420 Electronic Media Criticism .....	3
MAS 520 Social Effects of the Mass Media .....	3
†MAS 525 Theory of Multimedia .....	3
MAS 530 Proseminar in Telecommunications .....	3
MAS 540 Social Media Theory and Practice .....	3
MAS 555 The Internet and Social Change .....	3
MAS 560 Video Game Studies .....	3
MAS 590 Special Topics in Social-Cultural Media Studies (Subtitle required) .....	3
JAT 395 Independent Study .....	1-3

**Media Industry Courses** (minimum of 3 hours)

MAS 355 Communication and Information Systems in Organizations .....	3
MAS 425 Social Entrepreneurship for Media .....	3
MAS 435 The History of Video Games and the Industry .....	3

MAS 482 Electronic Media Sales Management .....	3
MAS 490 Special Topics in Media Industry Studies (Subtitle required) .....	3
MAS 535 Telecommunications Network Management .....	3

**Media Production Courses** (3 hours)

MAS 312 Video Production I .....	3
MAS 322 Multimedia I .....	3
MAS 390 Special Topics in Media Production (Subtitle required) .....	3
MAS 403 TV Newscast Producing and Directing .....	3
MAS 412 Video Production II .....	3
MAS 422 Multimedia II .....	3
MAS 432 Audio Production .....	3

**Minor**

Students must complete a minor offered through UK, with the exception of minors in Journalism Studies or Media Arts and Studies.

**Subtotal: Major hours** ..... **36**

**TOTAL HOURS:** ..... **minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 72 of the 120 hours required for graduation must be in courses other than professional media-based communications.

†At the time of publication, this course had not received formal approval.

## Minor in Media Arts and Studies

Any student wishing to minor in media arts and studies should file an application with the School of Journalism and Media after meeting the following requirements:

Complete either MAS 101 or MAS 201

Complete 45 hours of university course work with a cumulative grade-point average of 2.0

Students cannot register for upper-level media arts and studies courses until they have met the above requirements and have been accepted into the media arts and studies minor program.

The minor in Media Arts and Studies requires a minimum of 18 hours course work to include:

1. MAS 101 Introduction to Media and Culture  
or  
MAS 201 Communication Technologies  
and Society .....
2. 3 credits from social-cultural media studies group of courses: MAS 319, MAS 323, MAS 420, MAS 505, MAS 520, MAS 530, MAS 540, MAS 555, MAS 560, MAS 590.
3. 3 credits from media industry group of courses: MAS 335, MAS 355, MAS 425, MAS 435, MAS 482, MAS 490, MAS 535.
4. 9 additional credits from upper-division MAS courses: MAS 300, MAS 310, MAS 312, MAS 319, MAS 322, MAS 323, MAS 335, MAS 355, MAS 390, MAS 403, MAS 412, MAS 420, MAS 422, MAS 425, MAS 432, MAS 435, MAS 482, MAS 490, MAS 505, MAS 520, MAS 530, MAS 535, MAS 540, MAS 555, MAS 560, MAS 590.

**Note:** Students should recognize that most upper-division media arts and studies courses have specific prerequisite courses that must be taken and plan their programs accordingly.



**THE SCHOOL OF INFORMATION SCIENCE**

**B.A. or B.S. with a major in INFORMATION COMMUNICATION TECHNOLOGY**

The Information Communication Technology (ICT) program is designed to educate students to assume leadership roles where the application of information technology (IT) is concerned, with the ultimate goal of equipping students with the tools and soft skills necessary for articulating technology solutions to clients, organizations, and communities. ICT majors will also build expertise in either the technology management or commercialization emphasis area.

The program’s concentration on the human-centered approach to technology teaches students how to be effective users of technology, solve problems specifically related to information and communication, and to facilitate communicating information in meaningful ways. In general, ICT majors are exposed to issues involving information, policy and regulation, and the role of communication technologies in western societies and the developing world.

Graduates are prepared for jobs as desktop support technicians, information security analysts, front-end developers, systems administrators, project managers, and social media managers, to name a few.

Students are encouraged to get involved in extracurricular opportunities within the program, such as education abroad, the ICT Student Association (ICTSA), undergraduate research, independent studies, app development workshops, and professional networking events. ICT majors are required to complete one technology-oriented internship. Our robust professional internship program is a great resource for students who are eager to expand their undergraduate course work and gain hands-on experience in the field.

**Degree Requirements**

Each student completes the following:

**College Requirements**

See “College B.A. Requirements” or “College B.S. Requirements” on page 207.

**UK Core Requirements**

See the *UK Core* section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

**I. Intellectual Inquiry in Arts and Creativity**

ICT 200 Information Literacy and Critical Thinking ..... 3

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list ..... 3

**III. Intellectual Inquiry in the Social Sciences**

ICT 150 Experience ICT ..... 3

**IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences**

Choose one course from approved list ..... 3

**V. Composition and Communication I**

ICT 114 Composition and Communication in the Digital Age I  
or  
CIS/WRD 110 Composition and Communication I ..... 3

**VI. Composition and Communication II**

ICT 115 Composition and Communication in the Digital Age II ..... 3  
or  
CIS/WRD 111 Composition and Communication II ..... 3

**VII. Quantitative Foundations**

Choose one course from approved list ..... 3

**VIII. Statistical Inferential Reasoning**

Choose one course from approved list ..... 3

**IX. Community, Culture and Citizenship in the USA**

Choose one course from approved list ..... 3

**X. Global Dynamics**

ICT 205 Issues in Information and Communication Technology Policy ..... 3

**Subtotal: UK Core hours ..... 30**

**Graduation Composition and Communication Requirement (GCCR)**

\*ICT 300 ICT in Society ..... 3  
or  
\*ICT 305 Data Detectives ..... 3

**Graduation Composition and Communication Requirement hours (GCCR) ..... 3**

*\*ICT 305 is an online GCCR course for students in the online Information Studies track. All other tracks take ICT 300.*

**Premajor Requirements**

ICT 200 Information Literacy and Critical Thinking ..... 3  
ICT 201 Personal Knowledge Management ..... 3  
ICT 202 Technology for Information Services ..... 3

**Subtotal: Premajor hours ..... 9**

**Major Requirements**

ICT 205 Issues in Information and Communication Technology Policy ..... 3  
ICT 300 ICT in Society  
or  
\*ICT 305 Data Detectives ..... 3  
ICT 301 Introduction to Databases ..... 3  
ICT 310 Exploring and Analyzing ICTs: Methodological Approaches ..... 3  
ICT 399 Internship and Professional Development in ICT ..... 3

**Subtotal: Major hours ..... 15**

*\*ICT 305 is an online GCCR course for students in the online Information Studies track. All other tracks take ICT 300.*

**TRACKS**

One of the following tracks:

**Track A – Commercialization**

Choose three from:  
ICT 302 Content Management Systems ..... 3  
ICT 307 Copyright ..... 3  
ICT 325 Multimedia and Technology ..... 3  
ICT 406 Internet and E-Commerce Regulation ..... 3  
ICT 410 Privacy ..... 3  
IS 402 Competitive Intelligence ..... 3  
ISC 361 Direct Response Targeting: Media and Database Management ..... 3  
MAS 322 Multimedia I ..... 3  
MAS 422 Multimedia II ..... 3  
and two 300+ level IS or ICT electives chosen in conjunction with advisor

**Subtotal: Track A hours ..... 15**

**Track B – Technology Management**

Choose three from:  
ICT 302 Content Management Systems ..... 3  
ICT 303 Systems Analysis ..... 3  
ICT 325 Multimedia and Technology ..... 3  
ICT 351 Technology Security ..... 3  
ICT 406 Internet and E-Commerce Regulation ..... 3  
ICT 418 Linux Systems Administration ..... 3  
ICT 420 Semantic Web Development ..... 3  
ICT 550 Security Informatics ..... 3  
ICT 552 Cybercrime and Digital Law Enforcement ..... 3  
JOU 330 Web Publishing and Design ..... 3  
MAS 335 Introduction to the Media Industries ..... 3  
MAS 355 Communication and Information Systems in Organizations ..... 3  
MAS 535 Telecommunications Network Management ..... 3  
and two 300+ level IS or ICT electives chosen in conjunction with advisor

**Subtotal: Track B hours ..... 15**

**Track C – Information Studies**

Choose five from:  
ICT 311 Introduction to Information Science ..... 3  
ICT 315 Human Relations and Technology ..... 3  
ICT 316 Universal Access: Information and Working Environments ..... 3  
ICT 320 Information Architecture ..... 3  
ICT 325 Multimedia and Technology ..... 3  
ICT 415 Technology Training and Instructional Strategies ..... 3  
ICT 420 Semantic Web Development ..... 3

**Subtotal: Track C hours ..... 15**

**Track D – Custom**

Choose three courses (9 hours) from the available tracks to customize a program of study in consultation with the student’s faculty advisor.

and two 300+ level IS or ICT electives chosen in conjunction with advisor

**Subtotal: Track D hours ..... 15**

In addition, students may take 21 hours of free electives. If students have premajor credit that does not fulfill the premajor courses for ICT that they may have the option of using those credits towards free electives. Otherwise, students may choose from online courses offered by the University.

**Cognate Area**

15 hours (300+ level) outside the major; can be any collection of courses selected in conjunction with advisor.

**Subtotal: Cognate Area hours ..... 15**

**TOTAL HOURS: ..... minimum of 120**

**Minor in Information Studies**

The minor in Information Studies requires 18 hours of course work to include:

IS 200 Information Literacy and Critical Thinking ..... 3  
IS 201 Personal Knowledge Management ..... 3  
IS 202 Technologies for Information Services ..... 3

**Minor Electives**

Choose three courses in conjunction with your advisor:  
ICT 311 Introduction to Information Science ..... 3  
ICT 320 Information Architecture ..... 3  
ICT 325 Multimedia and Technology ..... 3  
IS 303 Systems Analysis ..... 3  
IS 326 Electronic Information Resources for Health Professionals ..... 3

IS 327 Consumer Health Information Seeking .....	3
IS 402 Competitive Intelligence .....	3

## UNDERGRADUATE CERTIFICATES

The University of Kentucky grants the following undergraduate certificates in the College of Communication and Information:

- Health Communication
- Innovation and Entrepreneurial Thinking

### Undergraduate Certificate in Health Communication

The Health Communication Undergraduate Certificate is a joint program of the Department of Communication, the College of Public Health, and the Department of Kinesiology and Health Promotion for undergraduate students.

The certificate is designed to give students an enhanced education in communication skills critical to health-related professions, beyond what would normally be received from the UK Core. Upon completion of the certificate students will be able to determine how communication impacts the major contributors for disease prevention and control as well as how to identify and analyze communication strategies that are most effective for health promotion and wellness.

The Certificate in Health Communication is feasibly combined with a broad array of majors across UK's colleges including the College of Public Health, the College of Education, the College of Arts and Sciences, but particularly the College of Communication and Information and the College of Health Sciences.

#### Health Communication Certificate Standards

In order to remain in good standing in the program, students must have a 2.0 overall GPA at the end of their first year, and a 2.0 in certificate classes to graduate from the certificate. Students are also required to take three core classes as requirements for the certificate program, as well as program electives.

- Courses taken within three years prior to admission to the certificate can be used in the certificate.
- Certificates will only be awarded to students who successfully complete a Bachelor's degree, or have completed a four-year degree.
- The certificate requires 15 hours and a minimum of 12 credits of course work in the certificate must be taken for a letter grade.
- The certificate requires 9 core hours of credit (2 communication core and 1 public health core) courses be completed.
- No more than 9 credits taken for a certificate can be used to satisfy the requirements for the student's major or minor, or another

certificate, exclusive of free or unrestricted electives.

- The Director approves the individual certificate curriculum for each student and informs the Registrar when the certificate is complete and may be awarded.
- The awarded certificate is to be posted on the student's official transcript.

#### Health Communication Curriculum Certificate Core Classes

##### Communication Core

COM 311 Taking Control of Your Health: Patient-Provider Communication .....	3
COM 471 Introduction to Health Communication .....	3

##### Public Health Core

Students must take at least one course from the following courses outside of Communication:	
CPH 201 Introduction to Public Health .....	3
CPH 202 Public Health Through Popular Film .....	3
CPH 440 Foundations of Health Behavior .....	3

##### Electives

In addition to meeting the Communication and Public Health Core requirements, students must take two additional electives from:	
COM 287 Persuasive Speaking .....	3
COM 482 Studies in Persuasion .....	3
COM 454 Honors Seminar in Communication (Subtitle required) .....	3
*COM 525 Advanced Issues in Organizational Communication (Subtitle required) .....	3
COM 535 Risk and Crisis Communication .....	3
COM 571 Interpersonal Communication in Health Contexts .....	3
COM 572 Health Communication Campaigns and Communities .....	3
CI/LIS 629 Introduction to Medical Informatics .....	3
CPH 202 Public Health Through Popular Film .....	3
CPH 310 Disease Detectives: Epidemiology in Action .....	3
CPH 440 Foundations of Health Behavior .....	3
KHP 230 Human Health and Wellness .....	3

**Total required hours: ..... 15**

*\*When offered with the subtitle Communication in Healthcare Organizations.*

For more information, contact Faculty Director Dr. Kelly McAninch at [comm@uky.edu](mailto:comm@uky.edu)

### Undergraduate Certificate in Innovation and Entrepreneurial Thinking

The certificate program in Innovation and Entrepreneurial Thinking is designed to provide a coherent, integrated approach to helping ambitious undergraduate students develop and document the skills needed to become a successful innovator and entrepreneurial thinker. The certificate is multi-disciplinary but is hosted by the College of Communication and Information and includes four courses (12 credit hours) completed over a one- to two-year period. Courses include a mix of topics such as communication and leadership, two elective courses on innovation and entrepreneurial thinking from participating col-

leges, and a required capstone course (EXP 455) involving a project with the iNET entrepreneur-in-residence.

The undergraduate certificate also provides robust learning and teaching opportunities that will lead to enhanced employment and enterprise creation opportunities for University of Kentucky students.

#### Innovation and Entrepreneurial Thinking Curriculum

The Certificate of Innovation and Entrepreneurial Thinking curricula are as follows:

- A minimum of 12 credits of course work taken for a letter grade.
- At least 12 credits must be 200 level or above, and a minimum of 6 credits must be at the 300-level or above.
- No more than 9 credits taken for a certificate can be used to satisfy the requirements for the student's bachelor's degree, a minor, or another certificate, exclusive of free or unrestricted electives.
- Certificates will only be awarded to students who successfully complete a degree, or have completed a four-year degree.
- The student must complete a three-credit breadth component. The breadth component requires that a student take courses in at least two disciplines, with a minimum of three credits to be completed in a second discipline.
- Student must earn a C or better in each required certificate course to receive the certificate.

#### Certificate Core Classes

##### Required:

COM 381 Communication, Leadership, and Entrepreneurship .....	3
EXP 455 Capstone Experience in Innovation and Entrepreneurship .....	3

plus two 200-level or above elective courses (6 hours) that focus on an innovation and entrepreneurial thinking with the approval of the iNET Academic Certificate Director. Current electives include:

AAD 310 Marketing for the Arts .....	3
AAD 350 Arts Administration Business Communications .....	3
AAD 410 Arts Entrepreneurship .....	3
ART 491 Creativity and Innovation .....	3
*EDU 300 Special Course .....	3
HMT 414 Entrepreneurship in the Hospitality Industry .....	3
IS 402 Competitive Intelligence .....	3
JOU 430 Media Management and Entrepreneurship .....	3
*MAS 490 Special Topics in Media Industry Studies (Subtitle required) .....	3
MAT 514 Retail Entrepreneurship .....	3
MGT 292 Introduction to Entrepreneurship .....	3
MGT 301 Business Management	
MKT 300 Marketing Management .....	3
MUS 200 Music for Living .....	3
MUS 222 Creativity and Innovation in Rock Music .....	3

*\*When offered under a subtitle relevant to Innovation and Entrepreneurial Thinking.*