School of Humanities and Social Sciences

Achieve excellence in your chosen profession

Bachelor of Arts in Communication

Journalism and Public Relations
Journalism and Communication for Development

Strathmore University
School of Humanities and Social Sciences

Achieve excellence in your chosen profession
**Why Strathmore University?**

**Our Brand Education**
Strathmore shapes global leaders for tomorrow. Our market-oriented courses, industry linkages and opportunities outside the classroom, provide positive career outcomes for our students in their chosen fields.

**Mentoring**
Strathmore University has a mentoring system in which one-on-one sessions between mentor and student aim to bring the integration of knowledge, skills and values down to the personal level.

**Our Graduates**
Employers attest that Strathmore graduates distinguish themselves by their work ethic and discipline.

**International Experience**
Strathmore provides global exposure to students through international academic trips to expand their knowledge.

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**Areas of Specialization**

**Journalism and Public Relations**
The Journalism and Public Relations option introduces students to the methods and techniques for gathering, processing, and delivering information in print, digital and broadcast media. The course also covers areas in event management, media relations, crisis management, and branding as well as other public relations principles and practices.

**Journalism and Communication for Development**
By combining Journalism and Communication for Development, this option helps students develop a unique understanding of the application of print, digital and broadcast media in sustainable development. The course covers areas in participatory development, theatre for development, advocacy and campaigns. Students who take this course will work in areas of behaviour change communication, campaigns and awareness in health, agriculture, community development and social marketing using tools of mass media.

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**CAREERS**
As the digital age continues its rapid advancement, so too do opportunities for communication graduates interested in new media careers. Our broad communication degree will position you to work in the following areas:
- News Anchors
- Copy Editors
- Media Reporters
- Corporate Communication
- Public Relations
- Corporate Communications
- International Corporate affairs
- Document Translation and Transcription as Journalists
- Communication for Development Practitioners
- Foreign Service

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**Reputation for excellence**
**High graduate job placement**
**Industrial attachments**
**International faculty**
**International academic trips**
**One-on-one mentoring**
**All-round education**
**Laptops for all undergraduate students**
**Timely completion of the Degree**
**Powerful network of alumni spanning over 50 years**
**Student diversity: 36 nationalities**

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It is helping me to understand the world I live in better.

Carmen Martinez
OUR ENTRY REQUIREMENTS

The following are the requirements for admission:
- KCSE (or equivalent examination) with a minimum aggregate of C+
- 6 Credits at O level, A level 2 principal passes and 1 subsidiary
- IB minimum 24 out of 45
- A distinction in the Strathmore Entrance Exam
- Proven leadership skills in school & community and outstanding performance in extra-curricular activities are an added advantage

Entrance Examination

Applicants will be required to attend and pass an appropriate entrance examination which will include a Mathematics and English test as well as an oral interview.

Applicants should report to the University on Tuesdays and Thursdays at 8:00 am

Candidates are required to bring original and photocopies of all relevant academic certificate, birth certificate or ID or passport, passport-size photographs and Ksh 2,000 entrance exam fee.