

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



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.

CAREERS OPPORTUNITIES

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

The course is helping me understand the world I live in better!

Carmen Martinez

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.



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: 70 nationalities

OUR ENTRY REQUIREMENTS

- An aggregate KCSE grade of C+.
- 6 credits at O level, A level 2 principal passes and 1 subsidiary.
- IB Diploma 24 out of 45 points.
- A distinction in the Strathmore Entrance Exam.
- Proven leadership skills in school & community and outstanding performance in extra-curricular activities are an added advantage.

All candidates meeting the entry requirement are required to sit the University entrance examination in English and Mathematics and an oral interview. Interviews are held on Tuesdays and Thursdays at 8:00am.

Candidates are required to bring the following:

- Originals and copies of relevant academic certificates,
- 2 passport-size photographs,
- An original and a copy of the birth certificate or National ID or passport,
- An entrance exam fee of KES 2,000.

INTAKES

- Intakes for the full-time programme are in March and June.





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FOR MORE DETAILS CONTACT:

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