

<p>Bachelor of Arts in Mass Media and Communication; -BA(MMC)</p> <p>Options:</p> <ul style="list-style-type: none"> • Electronic Media • Print Media • Public Relations • Advertising 	<p>KCSE mean grade of C+ (Plus) and C+ (Plus) in either English or Kiswahili OR KACE with a principal pass in one of the languages. OR KCSE mean grade of C- (Minus) plus a Diploma with a Credit and above or its equivalent from a recognized institution OR KCSE mean grade of D+ (Plus) plus a Certificate and a Diploma with a Credit and above or its equivalent from a recognized institution.</p>	<p>Main Campus, MKU Rwanda Nairobi Campus, Nakuru Campus, Eldoret Campus, Mombasa Campus, ODEL (Digital Varsity)</p> <p>8 semesters Ksh 60,500 per semester</p> <p>Digital learning Ksh 40,000 per semester</p>
<p>Diploma in Journalism and Mass Communication</p>	<p>KCSE mean grade C- (Minus) and C (Plain) in either English or Kiswahili OR KCSE mean grade D+ (Plus) and a Certificate in Related field or its equivalent from a recognized institution.</p>	<p>Main Campus, Nairobi Campus, Nakuru Campus, Eldoret Campus, Mombasa Campus</p> <p>2 academic years Ksh 29,550 per trimester</p>
<p>Diploma in Film Studies</p>	<p>KCSE mean grade C- (Minus) and C (Plain) in either English or Kiswahili / Art & Design or Drawing and Design OR KCSE mean grade D+ (Plus) and a Certificate in Related field or its equivalent from a recognized institution.</p>	<p>Main Campus, Mombasa Campus</p> <p>6 semesters Ksh 34,550 per trimester</p>
<p>Diploma in Animation and Motion Graphics</p>	<p>KCSE mean grade C- (Minus) and C (Plain) in either English or Kiswahili or Art and Design or Drawing and Design OR KCSE mean grade D+ (Plus) and a Certificate in Related field or its equivalent from a recognized institution.</p>	<p>Main Campus, Mombasa Campus</p> <p>6 semesters Ksh 34,550 per trimester</p>
<p>Diploma in Public Relations and Diplomacy</p>	<p>KCSE mean grade C- (Minus) and C (Plain) in either English or Kiswahili OR KCSE mean grade D+ (Plus) and a Certificate in Related field or its equivalent from a recognized institution.</p>	<p>Main Campus, Nairobi Campus, Nakuru Campus, Eldoret Campus, Mombasa Campus, MKU Rwanda ODEL (Digital Varsity)</p> <p>6 semesters Ksh 24,550 per trimester</p>
<p>Certificate in Journalism and Mass Communication</p>	<p>KCSE mean grade D+ (Plus) and C- (Minus) in either English or Kiswahili</p>	<p>Main Campus, Nairobi Campus, Nakuru Campus, Eldoret Campus, Mombasa Campus</p> <p>5 semesters Ksh 24,550 per trimester</p>
<p>Certificate in Public Relations and Diplomacy</p>	<p>KCSE mean grade D+ (Plus) and C- (Minus) in either English or Kiswahili</p>	<p>Main Campus, Nairobi Campus, Nakuru Campus, Eldoret Campus, Mombasa Campus</p> <p>5 semesters Ksh 20,550 per trimester</p>



Mount Kenya University

OUR CAMPUS/ CENTRES & INSTITUTES

OFFERING JOURNALISM AND MASS COMMUNICATION

THIKA MAIN CAMPUS

General Kago Road
Moi Avenue
P.O. Box 342-01000 Thika
Tel: +254 67 2820 000
Cell: +254 709 153 000
Email: info@mku.ac.ke

NAIROBI CAMPUS

MKU Towers & Union Towers
Moi Avenue
P.O. Box 13495-00100,
GPO Nairobi
Tel: 0734 667 731,
020 266773/1/2/3/4
Email: nairobicentre@mku.ac.ke

MOMBASA CAMPUS

MKU Plaza, Nkurumah Road
P.O. Box 42702-80100, Mombasa
Tel: 020 8002 096
Email: coastcampus@mku.ac.ke

NAKURU CAMPUS

Great Rift Plaza
Opp. Valley Hospital, Kipchoge Keino Rd
P.O. Box 17273-20100 Nakuru
Tel: +254 20 2338144
Cell: 0705 669 811 / 0789 729 561
Email: nkrcampus@mku.ac.ke

ELDORET CAMPUS

P.O. Box 2591-30100,
Eldoret
Tel: 0724 205 425, 0724 205 438
0724 205 432
Email: eldoretcenter@mku.ac.ke

MKU Rwanda

P.O. Box 5826 Kigali
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MKU IS ISO 9001:2015 CERTIFIED

Mount Kenya University



Unlocking Infinite Possibilities



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION



Mass Media and Communication, Public Relations and Diplomacy, Film and Animation Studies, Animation and Motion Graphics



Internships for students in TV47 Mombasa Studio

MASS MEDIA AND COMMUNICATION

Communication Studies provides an awareness of the impact of media, understanding of research and practice involving media, and research and practice in discourse.

The degree in Mass Media and Communication Studies provides students with skills and knowledge that can apply across a variety of professional situations, from the corporate world to the nonprofit sector to academic institutions.

Our graduates generally have superior skills in conceptual analysis, evaluation and critical reasoning, leadership motivation, and interpersonal and communication skills.

Program Outcomes:

1. Apply specific paradigms for critical thinking to mass communication.
2. Evaluate and apply diversity, objectivity, and balance to any form of mass communication.
3. Justify the decision for resolving moral or ethical mass communication dilemmas.
4. Write a compelling content that demonstrates proper grammar, well-organized facts, and storytelling techniques for a variety of media.
5. Determine validity of sources and research techniques. Additionally, you will be able to interpret data.
6. Identify specific examples of media evolution.
7. Evaluate mass communication theories and assess their use.
8. Demonstrate proper application of industry tools and techniques common to mass communication.
9. Determine the best methods and strategies for developing a message.

Related Careers

- Media manager • Video Editor • Reporter
- Photojournalist • Camera Operator
- Print & Broadcast Editor • Sound Technician
- Studio Technician • TV/Radio host • Editor
- News anchor • Media Researcher
- Content developer (TV, Radio & Online)

PUBLIC RELATIONS AND DIPLOMACY

If you are fascinated by the words and images that we see every day in traditional mass media and social media, and you're looking for an opportunity to work in a fast-paced career that requires maturity and excellent writing skills, consider the Public Relations and Diplomacy programme at Mount Kenya University.

In this program, you'll study in areas of mass media such as television, advertising and their influence in the society. You will also gain valuable knowledge to help you succeed in a variety of careers that require superior strategic communication skills. The combination of media studies and professional communication will allow you to adapt to an ever-changing job market by giving you strong critical thinking skills, and the tools to create effective messaging for your employer. Completing the program will open doors to employment in corporate, government, and not-for-profit organizations.

Our program offers:

- Small class sizes with dynamic learning activities
- A blend of theoretical knowledge and practical skills
- An interdisciplinary approach that equips you to evolve in your career

- Dedicated instructors who will help you succeed
- A practicum placement that will give you experience in the communications field

Program Outcomes:

- Demonstrate the oral and written skills necessary to communicate clearly, concisely, and persuasively while adapting to different audiences and purposes.
- Employ current qualitative and quantitative research methods in addressing both complex theoretical questions and concrete professional challenges.
- Explain the history and application of communication theories related to topics such as mass media production, new media literacy, intercultural and interpersonal relations.
- Identify historical and contemporary trends and implications of various forms of mass media and technology.
- Apply critical media theory to oral, written, and audiovisual communications to appraise sociocultural messaging, power dynamics, and bias.

FILM AND ANIMATION STUDIES

The program is built on a foundation of communication, storytelling, business, and entrepreneurial skills.

The programme also ensures that students possess the skills and attributes to collaborate with others in the creative arts to develop independent projects that serve the film, theatre, and live event needs of the local industry.

Throughout the program, students are given the opportunity to apply their skills through practical projects.

Program Outcomes:

1. Practice teamwork and professionalism throughout the film pre-production, production, and post-production process.
2. Employ creativity and problem-solving skills in the process of filmmaking.
3. Communicate clearly within accepted film industry-based parameters addressing diverse audiences.
4. Evaluate film production information and requirements.
5. Employ film production industry safety procedures.
6. Employ film production industry standard language and terminology.
7. Practice film production industry standard ethics and set etiquette.
8. Practice career, entrepreneurial and life management skills with growing confidence
9. Analyze own and others' work to provide and appropriately respond to feedback.
10. Recognize and discuss work of cultural and gender diversity

11. Demonstrate depth and breadth of skills in film.
12. Develop and demonstrate a foundation for executing the creative process.
13. Develop and demonstrate fundamental artistic skills.
14. Apply the principles of acting for animators within animation assignments.
15. Apply technical knowledge using a variety of animation industry relevant software
16. Construct animations, following a current and typical animation production pipeline with a focus on techniques.
17. Demonstrate a high level of proficiency in a chosen area within the animation pipeline (character animator, modeler, lighter, texture artist).
18. Create pre-visualizations in 3D software for a variety of industries.
19. Compose drawings, with a wide variety of media, to serve different stages of the animation industry

Related Careers

- Scriptwriter • Producer • Director • Cinematographer
- Camera Operator • Set/Costume/Lighting Designer
- Sound Recordist/Engineer • Picture/Sound Editor
- Production/Stage Manager • Script Supervisor
- Stage Carpenter/Grip • Lighting Technician/Gaffer
- Special Effects Technician • Wardrobe Supervisor
- Set Decorator/Scenic Painter • Property Master
- Technical Director • Location Manager • 3D Animator
- FX Artist • Composer • Rotoscope Artist
- Matchmoving Artist • Layout Artist • Modellers
- Rigging Visual Effects Artist • Storyboard Artist
- Shading/Texture Artist • Lighting Technical Director
- Previs Artist • Visual Effects Supervisor
- Storyboard Artist • Educator

ANIMATION AND MOTION GRAPHICS

We offer fully equipped state-of-the-art studio spaces. The program offers students a concentrated visual arts foundation in a two-year time span.

The first year emphasizes experience in drawing, painting, design, art history, and English. A broad range of visual experiences will help you form a visual arts vocabulary and master skills in composition and technical areas.

The second year of the program emphasizes creative growth, visual maturity in studio work as well as allowing students to experience open options to broaden their education.

Related Careers

- Studio artist • Illustrator • Exhibit designer • Curator
- Photographer • Historian • Art Educator • Ceramicist
- Advertiser • Architect • Instructor • Special effects artist • Designer (product, costume, set, textile, industrial, graphic, lighting, environmental, etc.)



Mount Kenya University Royal FM Radio station in Rwanda

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Programme	Admission Requirements	Campus Offered / Duration & Fees
Master of Arts (M.A) in Journalism and Media Studies; Options: • Journalism • Corporate Communication • Media Management	Bachelor of Arts in related field with a minimum of Second Class Honors (Upper Division) from a recognized University or a Second Class Honors (Lower Division) with two years of relevant working experience.	Main Campus, Nairobi Campus, MKU Rwanda ODEL (Digital Varsity) 4 semesters Ksh 64,550 per semester Digital learning Ksh 59,550 per semester
Master of Arts (M.A) in Film Studies	Bachelor of Arts in related field with a minimum of Second Class Honors (Upper Division) from a recognized University or a Second Class Honors (Lower Division) with two years of relevant working experience.	Main Campus 4 semesters Ksh 64,550 per semester
Postgraduate Diploma in Mass Communication	Holder of a Bachelor's degree in any field from a recognized University.	Main Campus, Nairobi Campus, Mombasa Campus, MKU Rwanda, ODEL (Digital Varsity) 3 semesters Ksh 45,550 per semester Digital learning Ksh 50,000 per semester Main Campus
Bachelor of Arts in Film and Animation Studies -BA(FAS)	KCSE mean grade of C+ (Plus) and C+ (Plus) in either English or Kiswahili / Art & Design / Drawing & Design OR KCSE mean grade of C-(Minus) plus a Diploma in Film with a Credit from a recognized institution OR KCSE mean grade of D+ (Plus) plus a Certificate and a Diploma in Film with a Credit from a recognized institution.	Main Campus 8 semesters Ksh 60,550 per semester