



## THE COURSE

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
- Journalists
- Communication for Development Practitioners
- Foreign Service

## WHY STRATHMORE?

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

## EDUCATION FINANCING

To help you manage your education financing, Strathmore has partnered with Chase Bank and International Finance Corporation to offer low interest loans to students pursuing degrees and diplomas at the University. Students can also get loans from the Higher Education Loans Board (HELB).

## Areas of Specialisation

### 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 among 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.

## Entrance Examination

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

Applicants should report to the university by 8.00am on the day of the interview and should bring along the following:

- 2 passport-size photographs
- Original and photocopies of all relevant academic testimonials.
- Copy of National ID / Birth Certificate / Passport
- Student entrance examination fee of Kshs 1,800

## OUR ENTRY REQUIREMENTS

The following are the requirements for admission:

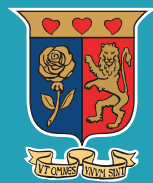
- KCSE (or equivalent examination) with a minimum aggregate of C+
- A distinction in the Strathmore Entrance Exam
- Proven leadership skills in school & community and outstanding performance in extra-curricular activities are an added advantage





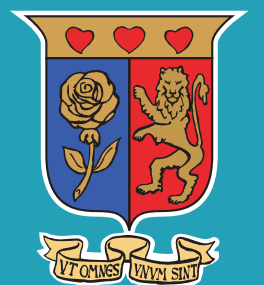
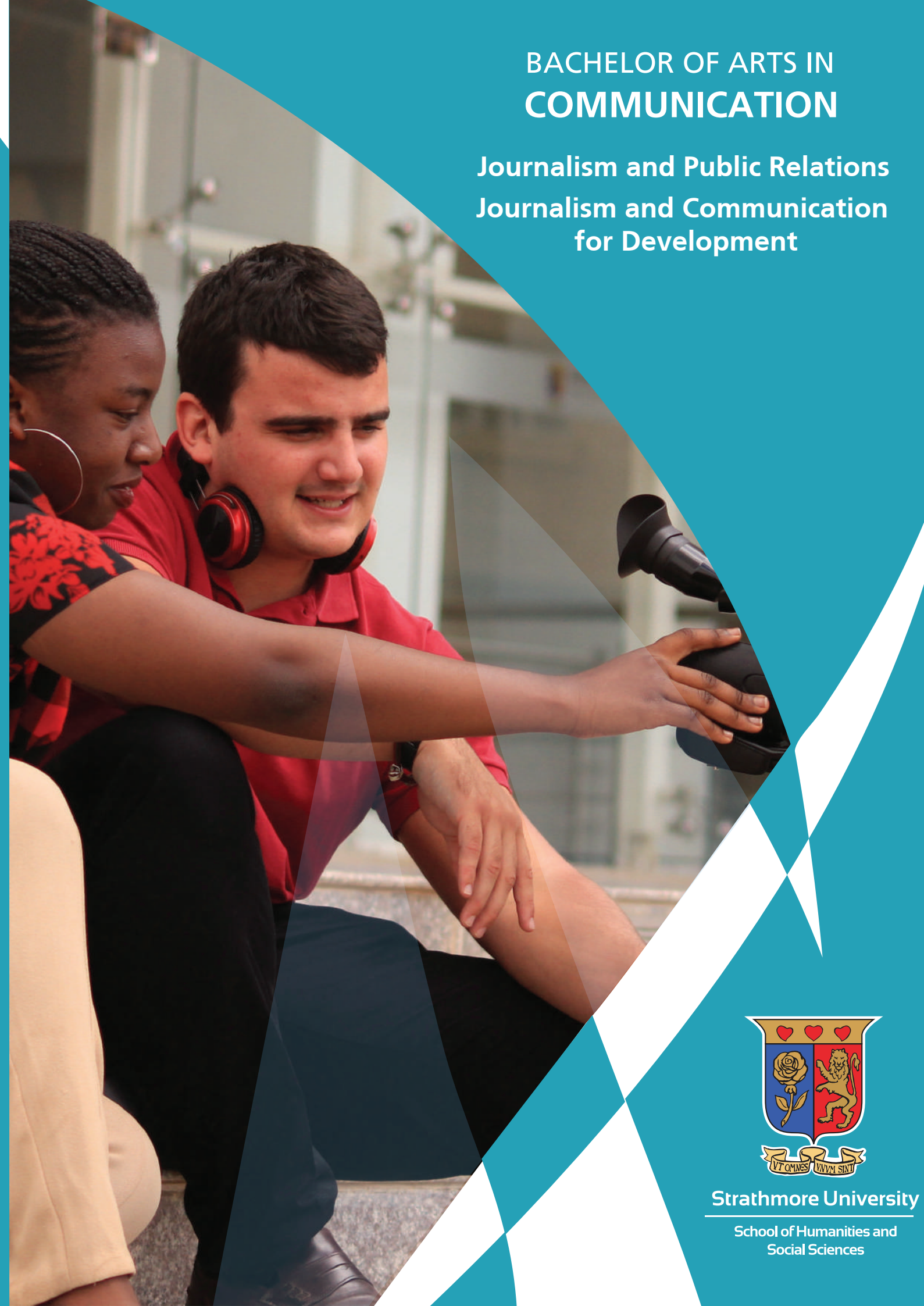
# BACHELOR OF ARTS IN COMMUNICATION

Journalism and Public Relations  
Journalism and Communication  
for Development



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**Strathmore University**  
School of Humanities and  
Social Sciences