

Communication and Journalism

Communication students learn the sought-after skills of effective communication, writing, research and persuasion while preparing for a variety of professional careers.

“Because of everything I’m learning at UMKC, my friends and I were able to start our own independent film company, so I can step up and fill any of the roles needed.”

Jada Chavis, Bachelor of Arts in Communication



Create
THE POWER TO COMMUNICATE

UMKC is a public, urban university focused on students, research and community service. The opportunities are endless.

AT HOME IN KANSAS CITY

With a thriving media industry, state-of-the-art television and radio studios, public relations and advertising firms, corporations with communication offices and professional sports teams, Kansas City offers numerous internship and job opportunities. Graduates are employed at Cerner Corporation, T-Mobile, local TV and radio stations, in government and more.



DEGREE OPTIONS

- » Bachelor of Arts, Communication
Students may choose an emphasis in Professional Communication, Digital Journalism and Media, or Strategic Communications (online programs available)

MINOR OPTIONS

- » Communication Studies (online courses available)
- » Environmental Communications
- » Professional Communication (online courses available)

CAREER OPPORTUNITIES

- » Advertising executive
- » Broadcast producer
- » Communications manager
- » Digital strategist
- » Event planner
- » Fundraiser
- » Human resource manager
- » Journalist
- » Lawyer
- » Management
- » Marketing specialist
- » Media production director
- » Media strategist
- » Political campaigns
- » Public affairs
- » Public relations director
- » Publishing
- » Radio
- » Speech writer
- » Social media writer/coordinator
- » Television producer

UMKC
SCHOOL OF
HUMANITIES AND
SOCIAL SCIENCES

Communication and Journalism



ABOUT THE DEPARTMENT

The Communication and Journalism Department has an award-winning and committed faculty of scholars and professionals inspiring the highest level of undergraduate achievement.

- » The Professional Communication Emphasis focuses on leadership, persuasion and social influence for effective communication in professional settings.
- » The Digital Journalism and Media Emphasis focuses on producing, writing and presenting media for diverse audiences locally, nationally and globally.
- » The Strategic Communication Emphasis focuses on market research and communication planning for advertising and public relations campaigns.
- » Access to fully equipped multimedia production and editing facilities where students can light, shoot and edit professionally.

- » UMKC is home to Roo News, KHEN-17 TV, KCUR 89.3 and K-ROO Student Media for students to gain real-world experience.

GET INVOLVED

- » Students intern in journalism, social media, podcast and video production, political campaigns, event planning and corporate communications.
- » Scholarships (\$750–\$2,250) in communication and journalism.
- » Faye Kircher Speech Contest is a campus-wide annual public speaking competition.
- » The Mercury Association offers networking opportunities for internship experience and professional development.
- » Roo News is an award-winning student media with more than eight decades' history, for investigative reporting, podcasting and digital journalism: info.umkc.edu/unews

STUDY ABROAD

UMKC's Study Abroad and Global Engagement Office offers hundreds of programs in more than 50 countries, including semester- and year-long options, umkc.edu/international.

Apply Today!

UMKC.EDU/APPLY

UNIVERSITY OF MISSOURI-KANSAS CITY

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