

1. FEE STRUCTURE

	Fulltime, Evening & Weekends (FTEW)	Distance Learning (DL)
Tuition Fees Per Semester	Kshs.	Kshs.
Tuition Fees(6 Courses)	25,000	22,000 (Inclusive of study materials)
Administrative charges per Semester	Kshs.	Kshs.
Student Activity	1,500	1,500
Medical Fee	2,500	-
Library	2,000	2,000
ICT	2,000	2,000
Students Association (GUSA)	500	500
Exam Fee	3,000	3,000
One-Off administrative charges	Kshs.	Kshs.
Student ID Card	500	500
Registration Fee	2,000	2,000
Facilities Maintenance Fee	2,000	2,000
Other Charges	Kshs.	Kshs.
Field Attachment Assessment (Semester V only)	5,000	5,000
Studio Practicals (every semester other than semester v)	5,000	5,000

Total Fees Per Semester (Exclusive of Accommodation and Food)					
Semester I		Semester II		Semester III	
Fulltime, Evening & Weekends	Distance Learning	Fulltime, Evening & Weekends	Distance Learning	Fulltime, Evening & Weekends	Distance Learning
46,000	40,500	41,500	36,000	41,500	36,000

Total Fees Per Semester (Exclusive of Accommodation and Food)					
Semester IV		Semester V		Semester VI	
Fulltime, Evening & Weekends	Distance Learning	Fulltime, Evening & Weekends	Distance Learning	Fulltime, Evening & Weekends	Distance Learning
41,500	36,000	36,500	31,000	5,000	5,000

2. ACCOMODATION & MEALS

- Self Contained Rooms (4 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 30,000** per semester per student
- Self Contained Rooms (6 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 28,000** per semester per student
- General Rooms (Washroom facilities outside the rooms) inclusive of breakfast, Lunch & Supper = **Ksh.26,000** per semester per student

NB: All applicable fees should be paid within one month of the start of the registered semester failure to which a late payment surcharge of Ksh.2, 000 will automatically be debited to the student fee account.



FOR MORE INFORMATION PLEASE CONTACT

The Students Recruitment & Admissions Office

Gretsa University

P.O Box 3-01000

Thika, Kenya.

Tel : +254 711 949006 , + 254 712 959293

E-Mail: admission@gretsauniversity.ac.ke

info@gretsauniversity.ac.ke

Website: www.gretsauniversity.ac.ke

Or

SMS the word GRE TSA to 20133 free of charge

Or

Visit our Main Campus Offices located in Thika Town
Along Thika -Garissa Road



[gretsa_uni](https://www.instagram.com/gretsa_uni)



[Gretsa Thika](https://www.facebook.com/GretsaThika)



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SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION



The School's Vision

To be a leading centre in the provision of quality, innovative, creative and experiential learning

The School's Mission

To equip learners with knowledge, skills and professional integrity that will enable them to be innovative and creative in facing the challenges of the dynamic world of Humanities and Social sciences.

Please Visit our website at: www.gretsauniversity.ac.ke

Effective Date : 1 May 2023

OVERALL GOAL OF THE PROGRAMME

The Diploma programme is designed to produce well grounded professionals capable of working in Journalism and mass communication field.

CORE PROGRAMME LEARNING OUTCOMES

On completion of the course, students will be able to:-

- Demonstrate an understanding of the history and role of professional journalism and institutions in shaping communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society.
- Discuss concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work courageously in pursuit of truth, accuracy, fairness, and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communication professions;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes
- Critically evaluate their own writing and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply current tools and technologies for the communication professions and understand the digital world;
- Apply the basic principles of photography, including composition, content and technical aspects.

CAREER PROSPECTS

Holders of the Diploma in journalism and mass communication can venture in the following career fields, among others

- News anchoring
- Broadcasting
- News reporting
- News editing
- Lecturers in specialized area (on upgrading)

ADMISSION REQUIREMENTS

- Be a holder of KCSE Mean Grade C-(Minus) and Mean Grade (C Plain) in English or Kiswahili
- KCE Division II
- Be a holder of Certificate in Mass Communication and Journalism from a recognized institution.

PROGRAMME DURATION

The duration of the programme is 5 Semesters, (4 for course work and 1 for Field Attachment.)

GRADING OF COURSES

Each Course will be graded as follows:

Overall Average Mark	Grade
70% and above	A
60% to below 70%	B
50% to below 60%	C
40% to Below 50%	D
Below 40%	Fail

CLASSIFICATION OF THE DIPLOMA

The Diploma will be classified as follows, based on Cumulative Average Marks

Classification	Cumulative Average Mark
Distinction	70% and above
Credit	50% to below 70%
Pass	40 to below 50%

NB: Every semester will incorporate relevant studio Practicals other than Semester V

PROGRAMME STRUCTURE

Semester I

Course	Code	Course Title
GUCC	010	Computer Application Skills
GUCC	011	Effective Communication Skills
DJMC	010	Introduction to Print Media
DIPR	011	Introduction Public Relations
DJMC	011	Essentials of Photography
DJMC	012	Introduction to Mass Communication
DJMC	013	Photography Practicals

Semester II

Course	Code	Course Title
DBCC	017	Essentials of Entrepreneurship
DJMC	014	English for Journalists and Writers
DJMC	015	Kiswahili for Journalists and Writers
DJMC	016	News Writing & Reporting
DJMC	017	Media Law and Ethics
DJMC	018	TV Production Techniques
DJMC	019	TV Practicals

Semester III

Course	Code	Course Title
DJMC	020	Radio Production
DJMC	021	Script Writing Techniques
DJMC	022	Editing, Layout and Design
DSOS	023	Introduction to Research Methods for Social Sciences
DJMC	024	Freelance & Features Writing
DJMC	025	Investigative Journalism
DJMC	026	Radio Practicals

Semester IV

Course	Code	Course Title
DIPR	023	International Relations & Diplomacy
DJMC	027	Media Management
DJMC	028	Online Journalism
DJMC	029	Media Advertising
DJMC	030	Public Speaking
DJMC	031	Communication Research Project
DJMC	032	Media Practical Project

Semester V

Course	Code	Course Title
DJMC	034	Field Attachment