

# ADVERTISING - B.S.

**College of Communication and Information**  
 School of Journalism and Mass Communication  
 201 Franklin Hall  
 Kent Campus  
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 www.kent.edu/jmc

## Description

The Bachelor of Science degree in Advertising is the study of the entire spectrum of the advertising business and the social responsibilities of a persuasive media. Students in the program supplement their coursework with an internship in their field of specialization. Other opportunities for practical experience include news, production, management, sales, performance and advertising positions on the campus newspaper, the *Kent Stater*, and its online edition; the campus radio station, Black Squirrel Radio; and the campus magazine, the *Burr*, and its online edition. Students may also obtain positions with IdeaBase, a student-run, full-service integrated marketing communications firm in downtown Kent.

Advertising careers include the creative elements of all kinds of advertising and promotional elements, including the strategic planning and execution of creative materials including print, broadcast and online; the planning and buying of all types of media including the ever expanding electronic media; account supervision, which is working with clients to help plan and execute advertising; and strategic planning and execution of direct elements, sales promotion and e-marketing. There are many study abroad/away opportunities.

Programs in the College of Communication and Information are, by nature, innovative, interdisciplinary and collaborative, which is critical to both professional and scholarly disciplines. Students are educated to work at the intersections of communication, information and technology. Through a core of diverse theory- and practice-based courses, students learn basic concepts that apply across the range of college programs and develop a sense of professional expectations and build toward interdisciplinary thinking and application.

### Fully Offered At:

- Kent Campus

## Accreditation

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who

demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for International Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

**Current Kent State Students:** Active Kent State students who wish to change their major to Advertising must have a minimum 2.000 overall GPA to be admitted.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate critical thinking, grounded in a legal and ethical framework.
2. Gather information, analyze it, and make informed judgments using methods and tools appropriate to their professions.
3. Demonstrate the ability to apply theory and research appropriate to their professions, including quantitative and qualitative methods.
4. Demonstrate the ability to apply basic ethical principles to their professional work.
5. Demonstrate the ability to apply laws and regulations applicable to their professional work.
6. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
7. Demonstrate understanding of how media and their professions evolved historically, their role in societal development and their global interaction today with institutions and individuals.
8. Demonstrate appreciation for diverse cultures and individual differences, and reflect that appreciation in their work.

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Destination Kent State: First Year Experience

1

Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.

|   |            |
|---|------------|
| Diversity Domestic/Global (DIVD/DIVG)   | 2 courses  |
| Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.  |            |
| Experiential Learning Requirement (ELR)   | varies     |
| Students must successfully complete one course or approved experience.  |            |
| Kent Core (see table below)   | 36-37      |
| Writing-Intensive Course (WIC)  | 1 course   |
| Students must earn a minimum C grade in the course.   |            |
| Upper-Division Requirement  | 39 (or 42) |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours. |            |
| Total Credit Hour Requirement   | 120        |
| Some bachelor's degrees require students to complete more than 120 credit hours.  |            |

## Kent Core Requirements

|   |              |
|---|--------------|
| Kent Core Composition (KCOMP)                                       | 6            |
| Kent Core Mathematics and Critical Reasoning (KMCR)                 | 3            |
| Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each) | 9            |
| Kent Core Social Sciences (KSS) (must be from two disciplines)      | 6            |
| Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)   | 6-7          |
| Kent Core Additional (KADL)   | 6            |
| <b>Total Credit Hours:</b>  | <b>36-37</b> |

## Program Requirements

### Major Requirements

[BS-ADV]

| Code   | Title  | Credit Hours |
|--|--|--------------|
| <b>Major Requirements (courses count in major GPA) (min C- grade in all courses)</b> |  |              |
| JMC 20001  | MEDIA, POWER AND CULTURE (DIVD) (KSS) <sup>1</sup>           | 3            |
| JMC 20004  | ADVERTISING WRITING AND STORYTELLING                         | 3            |
| JMC 20006  | MULTIMEDIA TECHNIQUES  | 3            |
| JMC 20008  | RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS | 3            |
| JMC 21001  | PRINCIPLES OF ADVERTISING                                    | 3            |
| JMC 21004  | ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS              | 1            |
| JMC 21005  | ADVERTISING MESSAGING AND COMMUNICATION                      | 3            |
| JMC 31002  | ADVERTISING COPYWRITING (WIC) <sup>2</sup>                   | 3            |
| JMC 31003  | ADVERTISING MEDIA PLANNING                                   | 3            |
| JMC 31004  | DIGITAL ADVERTISING  | 3            |
| JMC 31007  | DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS        | 2            |
| JMC 31011  | ADVERTISING STRATEGY DEVELOPMENT                             | 3            |
| JMC 40011  | ETHICAL ISSUES IN INTEGRATED COMMUNICATION                   | 1            |
| JMC 40016  | LAW OF ADVERTISING AND PUBLIC RELATIONS                      | 3            |
| JMC 40092  | INTERNSHIP (ELR)   | 2            |
| JMC 41005  | ADVERTISING CAMPAIGNS  | 3            |

|  |   |   |
|--|---|---|
| Journalism and Mass Communication Elective, choose from the following: |   | 3 |
| JMC 41075  | POLITICAL ADVERTISING                               |   |
| JMC 41080  | ACTIVATION ADVERTISING                              |   |
| JMC 41150  | GLOBAL ADVERTISING AND PUBLIC RELATIONS             |   |
| JMC 41192  | PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR) |   |

### Additional Requirements (courses do not count in major GPA)

|   |   |   |
|---|---|---|
| COMM 21000  | COMMUNICATION GRAMMAR REVIEW (min C-grade)      | 1 |
| MATH 10041  | INTRODUCTORY STATISTICS (KMCR)                  | 4 |
| UC 10097  | DESTINATION KENT STATE: FIRST YEAR EXPERIENCE   | 1 |
| College of Communication and Information Core Electives, choose from the following: |   | 9 |
| COMM 15000  | INTRODUCTION TO HUMAN COMMUNICATION (KADL)      |   |
| COMM 35852  | INTERCULTURAL COMMUNICATION (DIVG)              |   |
| DSCI 15310  | COMPUTATIONAL THINKING AND PROGRAMMING          |   |
| DSCI 33310  | HUMAN-COMPUTER INTERACTION                      |   |
| LIS 30010   | INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND |   |
| UXD 20001   | INTRODUCTION TO USER EXPERIENCE DESIGN          |   |
| VCD 13000   | DESIGN: PRINCIPLES, PROCESSES AND PRACTICE      |   |

|   |     |
|---|-----|
| Kent Core Composition   | 6   |
| Kent Core Humanities or Fine Arts (minimum one course from each)  | 9   |
| Kent Core Social Sciences (courses from two curricular areas)   | 3   |
| Kent Core Basic Sciences (must include one laboratory)  | 6-7 |
| Kent Core Additional  | 6   |
| General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>3</sup> | 30  |
| Minimum Total Credit Hours:   | 120 |

<sup>1</sup> Students may substitute JMC 20003 for JMC 20001. If JMC 20003 is selected, an additional Kent Core Social Sciences course will need to be taken.

<sup>2</sup> A minimum C grade must be earned to fulfill the writing-intensive requirement. If course is not being used to fulfill the writing-intensive requirement, a minimum grade of C- must be earned.

<sup>3</sup> All general electives must be outside the JMC discipline.

## Progression Requirements

- Students must maintain a minimum 2.700 major GPA and a minimum 2.000 overall GPA to continue taking JMC courses. Failure to do so will result in students not being permitted to enroll in JMC courses until they have met with an academic advisor to create a plan of study. In addition, no grade lower than a C- in a JMC course will be counted toward graduation or as a prerequisite for a subsequent class.

## Graduation Requirements

| Minimum Major GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.700             | 2.000               |

- A minimum C- grade may be required in some courses.
- Any JMC course taken is calculated in the major GPA.

- Students must complete minimum 72 credit hours **outside** the journalism and mass communication discipline per the Accrediting Council on Education in Journalism and Mass Communications. The following courses are considered within the discipline and **cannot** be used toward the 72-credit-hour requirement:

| Code           | Title  | Credit Hours |
|----------------|--|--------------|
| COMM 20000     | FOUNDATIONS OF COMMUNICATION                               | 3            |
| COMM 21008     | SOCIAL MEDIA STRATEGIES                                    | 3            |
| COMM 25863     | BUSINESS AND PROFESSIONAL COMMUNICATION                    | 3            |
| COMM 25902     | COMMUNICATION THEORY                                       | 3            |
| COMM 26001     | PUBLIC COMMUNICATION IN SOCIETY                            | 3            |
| COMM 26501     | INTRODUCTION TO HEALTH COMMUNICATION                       | 3            |
| COMM 30000     | COMMUNICATION RESEARCH METHODS                             | 3            |
| COMM 35860     | INTERVIEWING   | 3            |
| COMM 41000     | SPORTS COMMUNICATION                                       | 3            |
| COMM 42000     | MEDIA, WAR AND PROPAGANDA                                  | 3            |
| COMM 43000     | COMMUNICATION TECHNOLOGY AND HUMAN INTERACTION             | 3            |
| COMM 45006     | MEDIA USE AND EFFECTS                                      | 3            |
| COMM 45007     | FREEDOM OF SPEECH  | 3            |
| COMM 45092     | INTERNSHIP IN COMMUNICATION STUDIES (ELR)                  | 3-6          |
| COMM 45093     | VARIABLE TITLE WORKSHOP IN COMMUNICATION                   | 1-5          |
| COMM 45095     | SPECIAL TOPICS IN COMMUNICATION STUDIES                    | 1-6          |
| COMM 45196     | INDEPENDENT STUDY: COMMUNICATION STUDIES                   | 1-6          |
| COMM 45902     | COMMUNICATION AND INFLUENCE (WIC)                          | 3            |
| COMM 46091     | SENIOR SEMINAR (ELR)                                       | 3            |
| COMM 46092     | PRACTICUM IN COMMUNICATION STUDIES (ELR)                   | 3            |
| COMM 46503     | HEALTH COMMUNICATION AND MEDIA                             | 3            |
| JMC any course |  |              |
| VCD 13000      | DESIGN: PRINCIPLES, PROCESSES AND PRACTICE                 | 3            |
| VCD 13001      | INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO         | 3            |
| VCD 14002      | COMMUNICATING WITH COLOR                                   | 3            |
| VCD 18000      | PHOTOGRAPHY  | 3            |
| VCD 18002      | PHOTOGRAPHY II   | 3            |
| VCD 20000      | BASIC COMPUTER-GRAPHIC DESIGN AND ILLUSTRATION             | 3            |
| VCD 20010      | INTRODUCTION TO DESIGN RESEARCH                            | 3            |
| VCD 23000      | INTERMEDIATE STUDIO SKILLS:GRAPHIC DESIGN AND ILLUSTRATION | 3            |
| VCD 28001      | ADVANCED PHOTOGRAPHY                                       | 3            |
| VCD 28003      | PHOTO TECHNOLOGY   | 3            |
| VCD 28004      | PHOTOGRAPHIC PERSPECTIVES                                  | 3            |
| VCD 28005      | COLOR PHOTOGRAPHY  | 3            |
| VCD 28007      | ADVANCED DIGITAL IMAGING                                   | 3            |
| VCD 32000      | ILLUSTRATION I   | 3            |
| VCD 32001      | ILLUSTRATION II  | 3            |
| VCD 33000      | GRAPHIC DESIGN I   | 3            |
| VCD 33001      | GRAPHIC DESIGN II  | 3            |
| VCD 34004      | VISUAL ETHICS  | 3            |

|           |   |     |
|-----------|---|-----|
| VCD 34005 | INTRODUCTION TO 3D GRAPHIC DESIGN                             | 3   |
| VCD 34006 | MOTION DESIGN   | 3   |
| VCD 37000 | VISUAL DESIGN FOR MEDIA: ADVANCED                             | 3   |
| VCD 38001 | PHOTOGRAPHICS   | 3   |
| VCD 38007 | PHOTOGRAPHY TECHNIQUES  | 3   |
| VCD 38009 | INTERNSHIP SEMINAR - PHOTOGRAPHY                              | 2   |
| VCD 38011 | EDITORIAL PHOTOGRAPHY   | 3   |
| VCD 40025 | PROFESSIONAL PORTFOLIO  | 3   |
| VCD 40052 | GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE                    | 1-6 |
| VCD 40053 | GRAPHIC DESIGN STUDIO-GLYPHIX                                 | 1-8 |
| VCD 40092 | INTERNSHIP I-GRAPHIC DESIGN/ ILLUSTRATION (ELR)               | 1   |
| VCD 40095 | SPECIAL TOPICS:GRAPHIC DESIGN/ ILLUSTRATION                   | 3   |
| VCD 40096 | INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION   | 1-8 |
| VCD 40192 | INTERNSHIP II-GRAPHIC DESIGN/ ILLUSTRATION/PHOTOGRAPHY (ELR)  | 1-3 |
| VCD 40193 | VARIABLE TITLE WORKSHOP IN VISUAL COMMUNICATION DESIGN        | 1-3 |
| VCD 40195 | SELECTED TOPICS:GRAPHIC DESIGN/ ILLUSTRATION                  | 1-4 |
| VCD 42000 | ADVANCED ILLUSTRATION:MEDIA                                   | 3   |
| VCD 42002 | EDITORIAL ILLUSTRATION  | 3   |
| VCD 42003 | ADVERTISING ILLUSTRATION                                      | 3   |
| VCD 43000 | STUDIO PRODUCTION   | 3   |
| VCD 43001 | INTERACTION DESIGN  | 3   |
| VCD 43002 | TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN                       | 3   |
| VCD 43003 | IDENTITY SYSTEMS  | 3   |
| VCD 43004 | ISSUES FOR GRAPHIC DESIGN BUSINESSES                          | 3   |
| VCD 43005 | PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS                  | 3   |
| VCD 43006 | ENVIRONMENTAL GRAPHIC DESIGN                                  | 3   |
| VCD 43007 | INFORMATION GRAPHICS  | 3   |
| VCD 43008 | BRANDED IDENTITY  | 3   |
| VCD 43051 | TYPE HIGH PRESS   | 3   |
| VCD 45000 | GRAPHIC DESIGN PERSPECTIVES (WIC)                             | 3   |
| VCD 46000 | WEB DESIGN AND PROGRAMMING I                                  | 3   |
| VCD 46001 | WEB DESIGN AND PROGRAMMING II                                 | 3   |
| VCD 46003 | ADVANCED TYPOGRAPHY   | 3   |
| VCD 46053 | WEB DESIGN AND PROGRAMMING STUDIO                             | 3   |
| VCD 48001 | PHOTOGRAPHIC PROJECT  | 3   |
| VCD 48002 | ADVANCED PHOTOGRAPHIC PROJECT                                 | 3   |
| VCD 48003 | PROFESSIONAL PORTFOLIO PHOTOGRAPHY                            | 3   |
| VCD 48009 | FASHION PHOTOGRAPHY   | 3   |
| VCD 48092 | PRACTICUM IN PHOTOGRAPHY (ELR)                                | 1-3 |
| VCD 49198 | SENIOR RESEARCH PAPER:GRAPHIC DESIGN/ILLUSTRATION (ELR) (WIC) | 2   |
| VCD 49199 | VISUAL COMMUNICATION DESIGN CAPSTONE (ELR)                    | 3   |

- All transfer coursework with a subject of TRAN, KAPS, COMM, JMC or VCD (and course number "xxxx") will not count toward the 72-credit-hour requirement automatically, nor will Kent State coursework with a subject designator of CCI. Prior Kent State coursework with the subject designator of JOUR will also not count toward the 72-credit-hour requirement. Students must meet with their academic advisor

for further evaluation of their coursework for applicability to this requirement.

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

| Course  | Title  | Credits |
|---|--|---------|
| <b>Semester One</b>                                     |  |         |
| JMC 20001   | MEDIA, POWER AND CULTURE (DIVD) (KSS)                        | 3       |
| JMC 21001   | PRINCIPLES OF ADVERTISING                                    | 3       |
| UC 10097  | DESTINATION KENT STATE: FIRST YEAR EXPERIENCE                | 1       |
| College of Communication and Information Core Electives |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| Credit Hours  |  | 16      |
| <b>Semester Two</b>                                     |  |         |
| COMM 21000  | COMMUNICATION GRAMMAR REVIEW                                 | 1       |
| JMC 20006   | MULTIMEDIA TECHNIQUES  | 3       |
| JMC 21004   | ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS              | 1       |
| MATH 10041  | INTRODUCTORY STATISTICS (KMCR)                               | 4       |
| Kent Core Requirement                                   |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| Credit Hours  |  | 15      |
| <b>Semester Three</b>                                   |  |         |
| JMC 20004   | ADVERTISING WRITING AND STORYTELLING                         | 3       |
| JMC 20008   | RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS | 3       |
| College of Communication and Information Core Electives |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| Credit Hours  |  | 15      |
| <b>Semester Four</b>                                    |  |         |
| JMC 21005   | ADVERTISING MESSAGING AND COMMUNICATION                      | 3       |
| JMC 31011   | ADVERTISING STRATEGY DEVELOPMENT                             | 3       |
| Kent Core Requirement                                   |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| General Elective  |  | 3       |
| Credit Hours  |  | 15      |
| <b>Semester Five</b>                                    |  |         |
| JMC 31003<br>or<br>JMC 31004                            | ADVERTISING MEDIA PLANNING<br>or DIGITAL ADVERTISING         | 3       |
| JMC 31007   | DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS        | 2       |
| Kent Core Requirement                                   |  | 3       |
| Kent Core Requirement                                   |  | 3       |
| General Electives                                       |  | 3       |
| Credit Hours  |  | 14      |
| <b>Semester Six</b>                                     |  |         |
| JMC 31002   | ADVERTISING COPYWRITING (WIC)                                | 3       |
| JMC 31003<br>or<br>JMC 31004                            | ADVERTISING MEDIA PLANNING<br>or DIGITAL ADVERTISING         | 3       |

|   |  |     |
|---|--|-----|
| General Electives                                       |  | 9   |
| Credit Hours  |  | 15  |
| <b>Third Summer Term</b>                                |  |     |
| JMC 40092   | INTERNSHIP (ELR)                           | 2   |
| Credit Hours  |  | 2   |
| <b>Semester Seven</b>                                   |  |     |
| JMC 40016   | LAW OF ADVERTISING AND PUBLIC RELATIONS    | 3   |
| Journalism and Mass Communication Elective              |  | 3   |
| General Electives                                       |  | 9   |
| Credit Hours  |  | 15  |
| <b>Semester Eight</b>                                   |  |     |
| JMC 40011   | ETHICAL ISSUES IN INTEGRATED COMMUNICATION | 1   |
| JMC 41005   | ADVERTISING CAMPAIGNS                      | 3   |
| College of Communication and Information Core Electives |  | 3   |
| General Electives                                       |  | 6   |
| Credit Hours  |  | 13  |
| Minimum Total Credit Hours:                             |  | 120 |