ADVERTISING - B.S.

College of Communication and Information
School of Journalism and Mass Communication
201 Franklin Hall
Kent Campus
330-672-2572
jmc@kent.edu
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 prove 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.
**Kent Core Requirements**

Kent Core Composition (KCMP) 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

**Total Credit Hours:** 36-37

**Program Credit Hours**

Major Requirements (courses count in major GPA) (min C- grade in all courses)

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<thead>
<tr>
<th>Code</th>
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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.

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. 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 i 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**

<table>
<thead>
<tr>
<th>Minimum Major GPA</th>
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<tr>
<td>2.700</td>
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- 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:

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• 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.

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General Electives | 9
Credit Hours | 15

Semester Seven

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Minimum Total Credit Hours: 120