

PUBLIC RELATIONS - B.S.

College of Communication and Information

School of Journalism and Mass Communication
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Kent Campus
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Description

The Bachelor of Science degree in Public Relations gives students the opportunity to study the strategic management of communication and the relationships between organizations and their key constituents. Students develop skills in written, digital, verbal and visual communications, as well as in research, measurement and strategic thinking. Numerous hands-on learning opportunities allow students to develop plans, strategies and tactics that would be produced in the public relations field. Often, projects relate to actual client communication challenges. In campaign projects, students complete research and create a public relations plan for a real client. In addition, they are required to complete 150 hours of an internship.

Public relations students have the opportunity to apply for positions at two student-staffed agencies, Flash Communications and IdeaBase. Flash Communications is a student PR agency located in Kent State's University Communications and Marketing division and managed by a full-time PR faculty member. IdeaBase is an integrated marketing and communications firm located in downtown Kent. In addition, students have the opportunity to gain public relations experience through a range of campus jobs.

Students also have the opportunity to be involved with the award-winning Kent State Chapter of the Public Relations Student Society of America (PRSSA). In October 2014, the chapter received the Outstanding Chapter Award at PRSSA's national conference. Kent State's chapter is one of only 12 "star" chapters in PRSSA and has received seven national awards in 10 years.

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.

There are many short- and long-term study abroad/away opportunities. For more information contact the Office of Global Education or CCI's coordinator of International Study Programs.

Fully Offered At:

- Kent Campus

Accreditation

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC); Public Relations Society of America (PRSA) - Certification in Education for Public Relations

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 Public Relations 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
Total Credit Hours:	36-37

Program Requirements

Major Requirements

[BS-PR]

Code	Title	Credit Hours
Major Requirements (courses count in major GPA) (min C- grade required in all courses)		
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS) ¹	3
JMC 20006	MULTIMEDIA TECHNIQUES	3
JMC 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
JMC 26001	WRITING ACROSS PLATFORMS	3
JMC 26007	REPORTING	3
or JMC 26008	BROADCAST REPORTING	3
JMC 28001	PRINCIPLES OF PUBLIC RELATIONS	3

JMC 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
JMC 38002	PUBLIC RELATIONS CASE STUDIES	3
JMC 40011	ETHICAL ISSUES IN INTEGRATED COMMUNICATION	1
JMC 40016	LAW OF ADVERTISING AND PUBLIC RELATIONS	3
JMC 40092	INTERNSHIP (ELR)	1
JMC 48001	MEDIA RELATIONS AND PUBLICITY (WIC) ²	3
JMC 48002	PUBLIC RELATIONS TACTICS	3
JMC 48003	DIGITAL PUBLIC RELATIONS	3
JMC 48006	PUBLIC RELATIONS PUBLICATIONS	3
JMC 48091	SEMINAR: PUBLIC RELATIONS CAMPAIGNS	3
Journalism and Mass Communication Electives, choose from the following:		5

JMC 21004	ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS	
JMC 40201	PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS	
JMC 40202	PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION	
JMC 41111	FASHION PUBLISHING	
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
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 Mathematics and Critical Reasoning	3
Kent Core Humanities and Fine Arts (minimum one from each)	9
Kent Core Social Sciences (must be from two disciplines)	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) ³	28
Minimum Total Credit Hours:	120

¹ Students may substitute JMC 20003 for JMC 20001. JMC 20003 does not fulfill a Kent Core or Diversity requirement.

² 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 C- grade must be earned.

³ All general elective credit hours must be taken outside of the discipline. For students interested in developing a global perspective, foreign language courses or any of the following general elective courses are recommended: ANTH 18210, ANTH 48245, CACM 32030, CACM 32040, COMM 35852, GEOG 22040, MCLS 20000, MCLS 20091, MUS 22121, PH 10002, POL 10500.

Progression Requirements

Students must maintain a 2.700 major GPA and a 2.000 overall GPA in order to continue taking JMC courses. Failure to do so will result in not being permitted to enroll in JMC courses. 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

- Minimum 72 credit hours taken outside the discipline, see requirements for acceptable courses. Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.
- Any JMC course taken is calculated in the major GPA.
- A minimum C- grade may be required in some courses.
- 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 and number designator of TRAN, KAPS, COMM, JMC or VCD XXXXX 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
Semester One		
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	3
JMC 20006	MULTIMEDIA TECHNIQUES	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		
COMM 21000	COMMUNICATION GRAMMAR REVIEW	1
JMC 26001	WRITING ACROSS PLATFORMS	3
! JMC 28001	PRINCIPLES OF PUBLIC RELATIONS	3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Three		
JMC 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
! JMC 38002	PUBLIC RELATIONS CASE STUDIES	3
Kent Core Requirement		3
Kent Core Requirement		3
General Electives		3
Credit Hours		15

Semester Four		
! JMC 26007	REPORTING	3
or	or BROADCAST REPORTING	
JMC 26008		
JMC 48002	PUBLIC RELATIONS TACTICS	3
or	or PUBLIC RELATIONS PUBLICATIONS	
JMC 48006		
College of Communication and Information Core Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
JMC 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
JMC 48002	PUBLIC RELATIONS TACTICS	3
or	or PUBLIC RELATIONS PUBLICATIONS	
JMC 48006		
Journalism and Mass Communication Elective		3
Kent Core Requirement		3
General Electives		4
Credit Hours		15
Semester Six		
JMC 48001	MEDIA RELATIONS AND PUBLICITY (WIC)	3
JMC 48003	DIGITAL PUBLIC RELATIONS	3
College of Communication and Information Core Electives		3
General Electives		6
Credit Hours		15
Third Summer Term		
JMC 40092	INTERNSHIP (ELR)	1
Credit Hours		1
Semester Seven		
JMC 40016	LAW OF ADVERTISING AND PUBLIC RELATIONS	3
or	or SEMINAR: PUBLIC RELATIONS	
JMC 48091	CAMPAIGNS	
Journalism and Mass Communication Elective		2
College of Communication and Information Core Electives		3
General Electives		6
Credit Hours		14
Semester Eight		
JMC 40011	ETHICAL ISSUES IN INTEGRATED COMMUNICATION	1
JMC 40016	LAW OF ADVERTISING AND PUBLIC RELATIONS	3
or	or SEMINAR: PUBLIC RELATIONS	
JMC 48091	CAMPAIGNS	
General Electives		9
Credit Hours		13
Minimum Total Credit Hours:		120