PUBLIC RELATIONS - B.S.

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 2.00 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**
  - 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)**
  - Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.

- **Experiential Learning Requirement (ELR)**
  - Students must successfully complete one course or approved experience.

- **Kent Core (see table below)**
  - Writing-Intensive Course (WIC)
    - Students must earn a minimum C grade in the course.
  - Upper-Division Requirement
    - 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**
  - Some bachelor's degrees require students to complete more than 120 credit hours.

- **Kent Core Composition (KCMP)**

- **Kent Core Mathematics and Critical Reasoning (KMCR)**

- **Kent Core Humanities and Fine Arts (KHUM/KFA) (minimum one from each)**

- **Kent Core Social Sciences (KSS) (must be from two disciplines)**

- **Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)**

- **Kent Core Additional (KADL)**

- **Total Credit Hours:**
  - Minimum Total Credit Hours: 36-37

**Program Requirements**

**Major Requirements**

[BS-PR]

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- **Journalism and Mass Communication Electives, choose from the following:**
  - JMC 21004 | ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS       | 1            |
  - JMC 40201 | PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS              | 1            |
  - JMC 40202 | PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION       | 1            |
  - JMC 41111 | FASHION PUBLISHING                                     | 1            |
  - JMC 41150 | GLOBAL ADVERTISING AND PUBLIC RELATIONS               | 1            |
  - JMC 41192 | PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)    | 1            |

- **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:**
  - COMM 15000 | INTRODUCTION TO HUMAN COMMUNICATION (KADL)            | 1            |
  - COMM 35852 | INTERCULTURAL COMMUNICATION (DIVG)                    | 1            |
  - DSCI 15310 | COMPUTATIONAL THINKING AND PROGRAMMING                | 1            |
  - DSCI 33310 | HUMAN-COMPUTER INTERACTION                           | 1            |
  - LIS 30010 | INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND      | 1            |
  - UXD 20001 | INTRODUCTION TO USER EXPERIENCE DESIGN               | 1            |
  - VCD 13000 | DESIGN: PRINCIPLES, PROCESSES AND PRACTICE            | 1            |

- **Kent Core Composition**

- **Kent Core Mathematics and Critical Reasoning**

- **Kent Core Humanities and Fine Arts (minimum one from each)**

- **Kent Core Social Sciences (must be from two disciplines)**

- **Kent Core Basic Sciences (must include one laboratory)**

- **Kent Core Additional**

- **General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)**

- **Minimum Total Credit Hours:**

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.
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

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• 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.

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