ADVERTISING - B.S.

College of Communication and Information
School of Media and Journalism
www.kent.edu/mdj

Contact Information

- School Director:
  Emily Metzgar
  mdj@kent.edu
  330-672-2572
- Speak with an Advisor
- Chat with an Admissions Counselor

Fully Offered
- Kent Campus

Description
The Bachelor of Science degree in Advertising gives students the chance to connect with people through different media forms, by selecting the right audience, uncovering consumer insights and developing strategic and creative messaging, all with a digital-first mindset. Curriculum focuses on the advertising industry and the social responsibilities associated with this exciting form of persuasive media.

Coursework is supplemented with an internship. Other opportunities for experience include news, production, management, sales, performance and advertising positions with Kent State's award-winning student media. Positions may also be available with IdeaBase, a student-run, full-service integrated marketing communications firm just down the hall from classrooms. Students teams also have the chance to participate in national competitions and make professional connections in the Franklin Advertising student group.

Students graduate ready for a career planning, buying and creating materials for digital and traditional outlets.

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 first-year students.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, 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, minimum 48 PTE score or minimum 100 DET 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 2.00 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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Kent State: First Year Experience</td>
<td>1</td>
</tr>
<tr>
<td>Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.</td>
<td></td>
</tr>
<tr>
<td>Diversity Domestic/Global (DIVD/DIVG)</td>
<td>2 courses</td>
</tr>
<tr>
<td>Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.</td>
<td></td>
</tr>
<tr>
<td>Experiential Learning Requirement (ELR)</td>
<td>varies</td>
</tr>
</tbody>
</table>
Students must successfully complete one course or approved experience.

<table>
<thead>
<tr>
<th>Kent Core (see table below)</th>
<th>36-37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing-Intensive Course (WIC)</td>
<td>1 course</td>
</tr>
<tr>
<td>Students must earn a minimum C grade in the course.</td>
<td></td>
</tr>
</tbody>
</table>

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.

| Total Credit Hours: | 36-37 |

**Kent Core Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
</tr>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
</tr>
<tr>
<td>MDJ 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
</tr>
<tr>
<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
</tr>
<tr>
<td>MDJ 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
</tr>
<tr>
<td>MDJ 21005</td>
<td>ADVERTISING MESSAGING AND COMMUNICATION</td>
</tr>
<tr>
<td>MDJ 31002</td>
<td>ADVERTISING COPYWRITING (WIC)</td>
</tr>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING</td>
</tr>
<tr>
<td>MDJ 31004</td>
<td>DIGITAL ADVERTISING</td>
</tr>
<tr>
<td>MDJ 31007</td>
<td>DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS</td>
</tr>
<tr>
<td>MDJ 31011</td>
<td>ADVERTISING STRATEGY DEVELOPMENT</td>
</tr>
<tr>
<td>MDJ 40006</td>
<td>LAW OF MASS COMMUNICATION or MDJ 40016</td>
</tr>
<tr>
<td>MDJ 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
</tr>
<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
</tr>
<tr>
<td>MDJ 41005</td>
<td>ADVERTISING CAMPAIGNS</td>
</tr>
<tr>
<td>CCI 45091</td>
<td>SEMINAR IN MEDIA AND MOVEMENTS (ELR)</td>
</tr>
<tr>
<td>MDJ 21004</td>
<td>ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS</td>
</tr>
<tr>
<td>MDJ 40201</td>
<td>PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 40202</td>
<td>PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION</td>
</tr>
<tr>
<td>MDJ 41075</td>
<td>POLITICAL ADVERTISING</td>
</tr>
<tr>
<td>MDJ 41080</td>
<td>ACTIVATION ADVERTISING</td>
</tr>
<tr>
<td>MDJ 41150</td>
<td>GLOBAL ADVERTISING AND PUBLIC RELATIONS</td>
</tr>
<tr>
<td>MDJ 41192</td>
<td>PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
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</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 21000</td>
<td>COMMUNICATION GRAMMAR REVIEW (min C-grade)</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
</tr>
</tbody>
</table>

College of Communication and Information Core Electives, choose from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
</tr>
<tr>
<td>COMM 35852</td>
<td>INTERCULTURAL COMMUNICATION (DIVG)</td>
</tr>
<tr>
<td>EMAT 15310</td>
<td>CREATIVE CODING</td>
</tr>
<tr>
<td>EMAT 33310</td>
<td>HUMAN-COMPUTER INTERACTION</td>
</tr>
<tr>
<td>LIS 30010</td>
<td>INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND</td>
</tr>
<tr>
<td>UXD 20001</td>
<td>INTRODUCTION TO USER EXPERIENCE DESIGN</td>
</tr>
<tr>
<td>VCD 13000</td>
<td>DESIGN: PRINCIPLES, PROCESSES AND PRACTICE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCD 13000</td>
<td>DESIGN: PRINCIPLES, PROCESSES AND PRACTICE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCD 13000</td>
<td>DESIGN: PRINCIPLES, PROCESSES AND PRACTICE</td>
</tr>
</tbody>
</table>

**Minimum Total Credit Hours:**

1. 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.

2. All general electives must be outside the MDJ discipline.

### Progression Requirements

- Students must maintain a minimum 2.700 major GPA and a minimum 2.000 overall GPA to continue taking MDJ courses. Failure to do so will result in students not being permitted to enroll in MDJ 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 MDJ course will be counted toward graduation or as a prerequisite for a subsequent class.

### Graduation Requirements

Minimum Major GPA 2.700

Minimum Overall GPA 2.000

- 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCI 12001</td>
<td>PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>CCI 45091</td>
<td>SEMINAR IN MEDIA AND MOVEMENTS (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 25863</td>
<td>BUSINESS AND PROFESSIONAL COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 26001</td>
<td>PUBLIC COMMUNICATION IN SOCIETY</td>
<td>3</td>
</tr>
<tr>
<td>COMM 35860</td>
<td>INTERVIEWING</td>
<td>3</td>
</tr>
<tr>
<td>COMM 41000</td>
<td>SPORTS COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 42000</td>
<td>MEDIA, WAR AND PROPAGANDA</td>
<td>3</td>
</tr>
<tr>
<td>COMM 45007</td>
<td>FREEDOM OF SPEECH</td>
<td>3</td>
</tr>
<tr>
<td>COMM 45902</td>
<td>COMMUNICATION AND INFLUENCE (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 46503</td>
<td>HEALTH COMMUNICATION AND MEDIA</td>
<td>3</td>
</tr>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
<tr>
<td><strong>Media and Journalism (MDJ) courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VCD 32000</td>
<td>ILLUSTRATION I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 32001</td>
<td>ILLUSTRATION II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33000</td>
<td>GRAPHIC DESIGN I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33001</td>
<td>GRAPHIC DESIGN II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 34005</td>
<td>INTRODUCTION TO 3D GRAPHIC DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 38001</td>
<td>PHOTOGRAPHICS</td>
<td>3</td>
</tr>
<tr>
<td>VCD 38004</td>
<td>ADVANCED PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 38007</td>
<td>PHOTOGRAPHY TECHNIQUES</td>
<td>3</td>
</tr>
<tr>
<td>VCD 38011</td>
<td>EDITORIAL PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 42000</td>
<td>ADVANCED ILLUSTRATION:MEDIA</td>
<td>3</td>
</tr>
<tr>
<td>VCD 42002</td>
<td>EDITORIAL ILLUSTRATION</td>
<td>3</td>
</tr>
<tr>
<td>VCD 42003</td>
<td>ADVERTISING ILLUSTRATION</td>
<td>3</td>
</tr>
<tr>
<td>VCD 48005</td>
<td>COLOR PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 48008</td>
<td>ADVANCED DIGITAL IMAGING</td>
<td>3</td>
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</tbody>
</table>

* All transfer coursework with a subject of TRAN, KAPS, COMM, MDJ 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 JMC or 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.

#### Semester One

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DV) (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
<tr>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
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</table>

Credit Hours 16

#### Semester Two

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MDJ 21000</td>
<td>COMMUNICATION GRAMMAR REVIEW</td>
<td>1</td>
</tr>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
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</table>

Kent Core Requirement 3

### Kent Core Requirement

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

Credit Hours 13

#### Semester Three

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MDJ 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Kent Core Requirement</td>
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</table>

Credit Hours 15

#### Semester Four

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 21005</td>
<td>ADVERTISING MESSAGING AND COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31011</td>
<td>ADVISING STRATEGY DEVELOPMENT</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Electives</td>
<td>3</td>
<td></td>
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</tbody>
</table>

Credit Hours 15

#### Semester Five

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31007</td>
<td>DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>2</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
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<td>3</td>
<td></td>
</tr>
<tr>
<td>General Electives</td>
<td>5</td>
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Credit Hours 16

#### Semester Six

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>MDJ 31002</td>
<td>ADVERTISING COPYWRITING (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31004</td>
<td></td>
<td></td>
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<tr>
<td>Journalism and Mass Communication Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Electives</td>
<td>6</td>
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</table>

Credit Hours 15

#### Third Summer Term

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
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Credit Hours 2

#### Semester Seven

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MDJ 40016</td>
<td>LAW OF ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 40006</td>
<td>LAW OF MASS COMMUNICATION</td>
<td></td>
</tr>
<tr>
<td>MDJ 40006</td>
<td></td>
<td>9</td>
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<tr>
<td>Journalism and Mass Communication Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Electives</td>
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</tbody>
</table>

Credit Hours 15

#### Semester Eight

<table>
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<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MDJ 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
<td>1</td>
</tr>
<tr>
<td>MDJ 41005</td>
<td>ADVISING CAMPAIGNS</td>
<td>3</td>
</tr>
<tr>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Electives</td>
<td>6</td>
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</tr>
</tbody>
</table>

Credit Hours 13

Minimum Total Credit Hours: 120