

ADVERTISING - B.S.

College of Communication and Information

School of Media and Journalism

201 Franklin Hall

Kent Campus

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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 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 2.000 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

Code	Title	Credit Hours
Major Requirements (courses count in major GPA) (min C- grade in all courses)		
EMAT 10310	MY STORY ON THE WEB	3
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS) ¹	3
JMC 20004	ADVERTISING WRITING AND STORYTELLING	3
JMC 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
JMC 21001	PRINCIPLES OF ADVERTISING	3
JMC 21005	ADVERTISING MESSAGING AND COMMUNICATION	3
JMC 31002	ADVERTISING COPYWRITING (WIC) ²	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
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS (ELR)	

JMC 21004	ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS	
JMC 40201	PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS	
JMC 40202	PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION	
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)	
EMAT 15310	CREATIVE CODING	
EMAT 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) ²	31
Minimum Total Credit Hours:	120

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 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

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
CCI 12001	PHOTOGRAPHY	3
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS (ELR)	3
COMM 25863	BUSINESS AND PROFESSIONAL COMMUNICATION	3
COMM 26001	PUBLIC COMMUNICATION IN SOCIETY	3
COMM 35860	INTERVIEWING	3
COMM 41000	SPORTS COMMUNICATION	3
COMM 42000	MEDIA, WAR AND PROPAGANDA	3
COMM 45007	FREEDOM OF SPEECH	3
COMM 45902	COMMUNICATION AND INFLUENCE (WIC)	3
COMM 46503	HEALTH COMMUNICATION AND MEDIA	3
EMAT 10310	MY STORY ON THE WEB	3
Journalism and Mass Communication (JMC) courses		
VCD 32000	ILLUSTRATION I	3
VCD 32001	ILLUSTRATION II	3
VCD 33000	GRAPHIC DESIGN I	3
VCD 33001	GRAPHIC DESIGN II	3
VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	3
VCD 38001	PHOTOGRAPHICS	3
VCD 38004	ADVANCED PHOTOGRAPHY	3
VCD 38007	PHOTOGRAPHY TECHNIQUES	3
VCD 38011	EDITORIAL PHOTOGRAPHY	3
VCD 42000	ADVANCED ILLUSTRATION: MEDIA	3
VCD 42002	EDITORIAL ILLUSTRATION	3
VCD 42003	ADVERTISING ILLUSTRATION	3
VCD 48005	COLOR PHOTOGRAPHY	3
VCD 48008	ADVANCED DIGITAL IMAGING	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.

Semester One	Credits	
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

Semester Two	Credit Hours	
COMM 21000	COMMUNICATION GRAMMAR REVIEW	1
EMAT 10310	MY STORY ON THE WEB	3
MATH 10041	INTRODUCTORY STATISTICS (KMCR)	4
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		14

Semester Three	Credit Hours	
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

Semester Four	Credit Hours	
JMC 21005	ADVERTISING MESSAGING AND COMMUNICATION	3
JMC 31011	ADVERTISING STRATEGY DEVELOPMENT	3
Kent Core Requirement		3
Kent Core Requirement		3
General Electives		3
Credit Hours		15

Semester Five	Credit Hours	
JMC 31003	ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING	3
JMC 31004		
JMC 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
Kent Core Requirement		3
Kent Core Requirement		3
General Electives		4
Credit Hours		15

Semester Six	Credit Hours	
JMC 31002	ADVERTISING COPYWRITING (WIC)	3
JMC 31003	ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING	3
JMC 31004		
General Electives		9
Credit Hours		15

Third Summer Term	Credit Hours	
JMC 40092	INTERNSHIP (ELR)	2
Credit Hours		2

Semester Seven	Credit Hours	
JMC 40016	LAW OF ADVERTISING AND PUBLIC RELATIONS	3
Journalism and Mass Communication Elective		3
General Electives		9
Credit Hours		15

Semester Eight	Credit Hours	
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