

PUBLIC RELATIONS - B.S.

College of Communication and Information

School of Media and Journalism

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Kent Campus

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Description

The Bachelor of Science degree in Public Relations leads students to many career paths, from corporate boardrooms and creative agencies to sports arenas, the halls of Congress, global nonprofits, hospitals, fashion runways, and well beyond. Graduates leave grounded in the practice of responsible advocacy with a firm grasp of inclusive communication practices necessary in 21st century workplaces. Kent State boasts the only public relations program in Ohio that is both certified by the Public Relations Society of America (PRSA) and accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

The public relations major is rooted in professionalism, with a focus on developing writing and critical thinking skills and building students' understanding of multimedia storytelling. Students develop skills in written, digital, verbal and visual communications, as well as in research and measurement of communication effectiveness. Students are trained to deliver messages through social media, websites, podcasts, videos, press releases and other media tools, events, speeches, printed materials, public policy and more.

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 and present a public relations plan for a real client. In addition, they are required to complete 150 hours of a professional internship.

Public relations students have numerous opportunities to gain relevant experience. They can 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, an integrated marketing and communications firm, is staffed by students majoring in public relations, advertising, design and other disciplines. Public relations students are often recruited to apply their skills at a range of campus jobs. Students are encouraged to become part of Kent State's nationally recognized independent student media, which provides opportunities to work on Kent State's newspaper, news site, TV station, magazines and radio station.

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 2019, the chapter received the Outstanding Chapter Award at PRSSA's national conference, the second time since 2014 it received PRSSA's highest national honor. Kent State's chapter is one of only 12 'star' chapters in PRSSA and has received nine 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 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 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 (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 Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA) (min C- grade required in all courses)		
EMAT 10310	MY STORY ON THE WEB	3
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS) ¹	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	
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
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS (ELR)	
JMC 21004	ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS	
JMC 26005	STORYTELLING ACROSS PLATFORMS	
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)	
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 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) ²		28
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 C- grade must be earned.
- 2 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, PACS 32030, PACS 32040, COMM 35852, GEOG 22040, 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:
- 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.

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
Any Journalism 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

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 28001	PRINCIPLES OF PUBLIC RELATIONS	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		Credits
COMM 21000	COMMUNICATION GRAMMAR REVIEW	1
EMAT 10310	MY STORY ON THE WEB	3
JMC 26001	WRITING ACROSS PLATFORMS	3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Three		Credits
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 CAMPAIGNS	
JMC 48091		
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 CAMPAIGNS	
JMC 48091		
General Electives		9
Credit Hours		13
Minimum Total Credit Hours:		120