

ADVERTISING - B.S.

Ambassador Crawford College of Business and Entrepreneurship
 Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

About This Program

The advertising major provides a perfect blend of creativity and business acumen, allowing you to launch a successful career in the dynamic advertising industry. With a digital-first mindset and hands-on experience early on, you'll learn how to develop compelling campaigns that connect to audiences and make an impact. Read more...

Contact Information

- TBD
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Advertising and promotions managers

- -2.2% decline
- 27,000 number of jobs
- \$126,960 potential earnings

Market research analysts and marketing specialists

- 6.7% faster than the average
- 941,700 number of jobs
- \$76,950 potential earnings

Additional Careers

- Brand Marketing Specialist
- Brands and Media companies
- Brand Strategy
- Creative Development
- Digital Marketing and Content Creation
- Media Planner and Buyer
- Media Planning
- Social Media Strategist
- Working at agencies

Accreditation

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

Former Students: Former Kent State students who have not attended another institution since Kent State and were not academically dismissed will complete the re-enrollment process through the Financial, Billing and Enrollment Center. Former students who attended another college or university since leaving Kent State must apply for admissions as a transfer or post-undergraduate student.

Transfer Students: Students who attended an educational institution after graduating from high school or earning their GED must apply as transfer students. For more information, visit the admissions website for transfer students.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program's Coursework tab

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 Requirement

Code	Title	Credit Hours
Major Requirements (courses count in major GPA) (min C- grade in all courses)¹		
ADV 20004	ADVERTISING WRITING AND STORYTELLING	3

ADV 21015	FOUNDATIONS OF ADVERTISING STRATEGY	3
ADV 31002	ADVERTISING COPYWRITING (WIC)	3
ADV 31003	ADVERTISING MEDIA PLANNING	3
ADV 31004	DIGITAL ADVERTISING	3
ADV 31011	ADVERTISING STRATEGY AND ACCOUNT PLANNING	3
EMAT 10310 or MDJ 20011	MY STORY ON THE WEB PRODUCTION FUNDAMENTALS	3
MDJ 19000	PRINCIPLES OF ADVERTISING AND PUBLIC RELATIONS	3
MDJ 20001	MEDIA, POWER AND CULTURE (KSS)	3
MDJ 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
MDJ 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
MDJ 40006	LAW OF MEDIA AND JOURNALISM	3
MDJ 40011	ETHICAL ISSUES IN INTEGRATED COMMUNICATION	1
MDJ 40027	RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES	3
MDJ 40092	INTERNSHIP (ELR)	1
MDJ 41199	CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)	3
Media and Journalism Electives, choose from the following:		6
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS (ELR)	
MDJ 40092	INTERNSHIP (ELR)	
MDJ 40201	PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS	
MDJ 40202	PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION	
MDJ 40295	SELECTED TOPICS IN MEDIA AND JOURNALISM	
MDJ 41192	PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)	
MDJ 41395	SELECTED TOPICS IN ADVERTISING AND PUBLIC RELATIONS	
Additional Requirements (courses do not count in major GPA)		
UC 10001	FLASHES 101	1
Additional Electives, choose from the following:		9
CCI 10095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40089	BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (ELR)	
CCI 40095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40189	ITALIAN POP CULTURE (ELR)	
CCI 40289	ITALIAN CINEMA (ELR)	
CCI 40389	DOCUMENTARY FILMMAKING (ELR)	
CCI 40489	MULTIMEDIA EXPERIENTIAL LEARNING (ELR)	
CCI 45089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (ELR)	
CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (ELR)	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	
COMM 35852	INTERCULTURAL COMMUNICATION	
EMAT 25310	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	VISUAL DESIGN THINKING	
American Civic Literacy Requirement ³		3
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Humanities and Fine Arts (minimum one course from each) ³		6-9
Kent Core Social Sciences (must be from two disciplines) ³		0-3
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) ⁴		28
Minimum Total Credit Hours:		120

- ¹ Students transferring credit from another institution may apply a maximum of 12 credit hours of transfer coursework toward their major requirements per the Accrediting Council on Education in Journalism and Mass Communications guidelines.
- 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 grade of C- must be earned.
- ³ If students complete the American Civic Literacy requirement by taking HIST 12061, the course will apply to the Kent Core Humanities category. If they complete it with POL 10101, the course will apply to the Kent Core Social Sciences category.
- ⁴ A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

Progression Requirements

- No grade lower than a C- in an ADV and MDJ course will be counted toward graduation or as a prerequisite for a subsequent class.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this program. Students will work with their advisor to develop a sequence based on their academic goals and history. Courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
MDJ 19000	PRINCIPLES OF ADVERTISING AND PUBLIC RELATIONS	3
MDJ 20001	MEDIA, POWER AND CULTURE (KSS)	3
UC 10001	FLASHES 101	1
Additional Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		Credits
ADV 21015	FOUNDATIONS OF ADVERTISING STRATEGY	3

EMAT 10310	MY STORY ON THE WEB	3
or	or PRODUCTION FUNDAMENTALS	
MDJ 20011		
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Three		
ADV 20004	ADVERTISING WRITING AND STORYTELLING	3
MDJ 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
Additional Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
ADV 31011	ADVERTISING STRATEGY AND ACCOUNT PLANNING	3
Kent Core Requirement		3
Kent Core Requirement		3
General Elective		6
Credit Hours		15
Semester Five		
ADV 31003	ADVERTISING MEDIA PLANNING	3
or	or DIGITAL ADVERTISING	
ADV 31004		
MDJ 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
American Civic Literacy Requirement		3
Kent Core Requirement		3
General Electives		3
Credit Hours		14
Semester Six		
ADV 31002	ADVERTISING COPYWRITING (WIC)	3
ADV 31003	ADVERTISING MEDIA PLANNING	3
or	or DIGITAL ADVERTISING	
ADV 31004		
MDJ 40027	RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES	3
General Electives		6
Credit Hours		15
Third Summer Term		
MDJ 40092	INTERNSHIP (ELR)	1
Credit Hours		1
Semester Seven		
MDJ 40006	LAW OF MEDIA AND JOURNALISM	3
Media and Journalism Elective		3
General Electives		9
Credit Hours		15
Semester Eight		
MDJ 40011	ETHICAL ISSUES IN INTEGRATED COMMUNICATION	1
MDJ 41199	CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)	3
Additional Electives		3
Media and Journalism Elective		3

General Electives	4
Credit Hours	14
Minimum Total Credit Hours:	120

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.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
American Civic Literacy	3 credit hours
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	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 Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate preparation for working in a global and diverse society.
2. Develop SMART objectives to clarify and define communication goals.
3. Apply strategic thinking and planning to build and execute elements of advertising campaigns.
4. Analyze audiences using primary and secondary research.
5. Craft well written material in a variety of lengths and formats to effectively communicate messages to a range of audiences.
6. Create visually compelling materials to effectively communicate messages to a range of audiences.
7. Apply best practices when utilizing a range of platforms for message delivery.

8. Demonstrate professionalism in written, verbal and nonverbal communications, including maintaining strong ethical principles.

Full 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.

Students also have the opportunity to get involved with the Kent State University chapter of the American Advertising Federation (AAF). AAF gives students the opportunity to network, develop their professional skills, and prepare for a career in this exciting field. 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.

Students may apply early to the following master's degree programs and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program Policy in the University Catalog for more information.

- Communication Studies - M.A.
- Emerging Media and Technology - M.S.
- Health Informatics - M.S.
- Library and Information Science - M.L.I.S.
- User Experience - M.S.
- Visual Communication Design - M.A.