

APPLIED MEDIA - B.A.

College of Communication and Information
www.kent.edu/cci

About This Program

Explore Kent State University's Bachelor of Arts program in Applied Media. This interdisciplinary program provides students with practical skills and theoretical knowledge in media production, storytelling and communication strategies. Dive into hands-on experiences in areas such as digital media, journalism, advertising and more, preparing you for dynamic careers in today's media landscape. Read more...

Contact Information

- **Matt Rollyson** | cci@kent.edu | 330-672-2950
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - Fully online
 - Mostly online
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Market research analysts and marketing specialists

- 17.7% much faster than the average
- 738,100 number of jobs
- \$65,810 potential earnings

Producers and directors

- 10.0% much faster than the average
- 159,500 number of jobs
- \$76,400 potential earnings

Public relations and fundraising managers

- 9.2% much faster than the average
- 88,000 number of jobs
- \$118,430 potential earnings

* 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 who graduated from high school three or more years ago.

Admission to the Applied Media major is selective. Students must meet the following requirements to be admitted:

- Officially declared in a major in the College of Communication and Information
- Earned a minimum 90 credit hours, of which either 12 earned credit hours or 18 earned and in-progress credit hours are in the following course subjects:
 - Communication and Information (CCI)
 - Emerging Media and Technology (EMAT)
 - Journalism and Mass Communication (JMC)
 - Library and Information Science (LIS)
 - Media and Journalism (MDJ)
 - User Experience (UX)
 - User Experience Design (UXD)
 - Visual Communication Design (VCD)

Students who do not meet admission requirements for this major may declare any other major in the College of Communication and Information.

The B.A. degree in Applied Media may not be earned as a double major or dual degree with another major and cannot be earned as an additional degree after another bachelor's degree has been earned.

Program Requirements

Major Requirements

| Code | Title | Credit Hours |
|---|---|--------------|
| Major Requirements (courses count in major GPA) | | |
| Applied Media Core Electives, choose from the following: | | 9 |
| CCI 12001 | PHOTOGRAPHY | |
| COMM 15000 | INTRODUCTION TO HUMAN COMMUNICATION (KADL) | |
| COMM 35852 | INTERCULTURAL COMMUNICATION (DIVG) | |
| EMAT 25310 | CREATIVE CODING | |
| LIS 30010 | INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND | |
| MDJ 21008 | SOCIAL MEDIA STRATEGIES | |
| UXD 20001 | INTRODUCTION TO USER EXPERIENCE DESIGN | |
| VCD 13000 | VISUAL DESIGN THINKING | |
| Communication and Information Electives, choose from the following: | | 15 |
| Communication and Information (CCI) courses | | |
| Communication Studies (COMM) courses | | |
| Emerging Media and Technology (EMAT) courses | | |
| Library and Information Science (LIS) courses | | |
| Media and Journalism (MDJ) courses | | |
| User Experience Design (UXD) courses | | |
| Visual Communication Design (VCD) courses | | |
| Writing-Intensive Elective, choose from the following: ¹ | | 3 |
| COMM 34000 | DIFFICULT DECISIONS IN COMMUNICATION (WIC) | |
| COMM 45902 | COMMUNICATION AND INFLUENCE (WIC) | |
| EMAT 41510 | PROJECT MANAGEMENT AND TEAM DYNAMICS (WIC) | |
| MDJ 31002 | ADVERTISING COPYWRITING (WIC) | |

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| MDJ 40010 | ETHICS AND ISSUES IN MEDIA AND JOURNALISM (WIC) | |
| MDJ 48001 | MEDIA RELATIONS AND PUBLICITY (WIC) | |
| VCD 49198 | RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) (WIC) | |
| <i>Culminating Requirement</i> | | |
| COMM 46091 | SENIOR SEMINAR (ELR) | 3 |
| or EMAT 40999 | INTERDISCIPLINARY PROJECTS (ELR) | |
| Additional Major Requirements (courses do not count in the major GPA) | | |
| UC 10001 | FLASHES 101 | 1 |
| Kent Core Composition | | 6 |
| Kent Core Mathematics and Critical Reasoning | | 3 |
| Kent Core Humanities and Fine Arts (minimum one course from each) | | 9 |
| Kent Core Social Sciences (must be from two disciplines) | | 6 |
| 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) | | 53 |
| Minimum Total Credit Hours: | | 120 |

¹ A minimum C grade must be earned to fulfill the writing-intensive requirement.

Graduation Requirements

| Minimum Major GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.000 | 2.000 |

- No dual degree/major may be earned with the Applied Media major.

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. | |
| 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 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. Apply professional standards in the fields of communication, information and media.
2. Analyze and solve problems in the fields of communication, information and media.
3. Create content strategically to communicate ideas, messages and stories using various media channels.
4. Critique work in the fields of communication, information and media.
5. Articulate the value of interdisciplinary collaboration across the fields that comprise the College of Communication and Information.

Full Description

The Bachelor of Arts degree in Applied Media provides students with the freedom to explore media-based career paths. This skills-based, hands-on degree consists of a flexible and individualized coursework plan that prepares students for the rapidly changing professional media landscape. Courses come from the wide range of professional undergraduate programs across the College of Communication and Information and include mediated communication, advertising and strategic communication, visual storytelling (including photography, graphics, video and audio production), journalism, media-related technology, data and information. Students also learn how to work in teams and analyze and solve problems.

The Applied Media major prepares students for jobs in all sectors of the media and for positions in a range of jobs that hire dedicated media professionals – including entertainment, sports, travel, government, health and education.