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.

This degree program may not be earned as a double major or dual degree with another major and cannot be earned as an additional degree after another degree at the same or higher level has been earned previously.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions to waive) by earning a minimum 71 TOEFL iBT score, minimum 6.0 IELTS score, minimum 47 PTE score or minimum 100 DET score, or by completing the ELS level 112 Intensive English Program. For more information on international admission visit the admissions website for international students.

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)	
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)	
Culminating Requirement		
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.