ADVERTISING - B.S.

College of Communication and Information
School of Media and Journalism
www.kent.edu/mdj

Examples of Possible Careers*
Advertising and promotions managers
- 1.1% decline
- 28,600 number of jobs
- $133,460 potential earnings

Market research analysts and marketing specialists
- 17.7% much faster than the average
- 738,100 number of jobs
- $65,810 potential earnings

Contact Information
- School Director: Emily Metzgar | mdj@kent.edu | 330-672-2572
- Speak with an Advisor
- Chat with an Admissions Counselor

Fully Offered
- Delivery: In person
- Location: Kent Campus

*Note
Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; national-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.

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. Positions may also be available with IdeaBase, a student-run, full-service integrated marketing communications firm just down the hall from classrooms. 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.

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

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.

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 campus 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. Check with a regional campus admissions office to determine application requirements, as they may differ among campuses.

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, visit the admissions website for international students.

Transfer Students: For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar’s website.

Current Kent State Students: Active Kent State students who wish to change their major to Advertising must have a minimum 2.00 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**

<table>
<thead>
<tr>
<th>Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Diversity Domestic/Global (DIV/DIVG)</th>
<th>2 courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experiential Learning Requirement (ELR)</th>
<th>varies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must successfully complete one course or approved experience.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kent Core (see table below)</th>
<th>36-37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing-Intensive Course (WIC)</td>
<td>1 course</td>
</tr>
<tr>
<td>Students must earn a minimum C grade in the course.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Upper-Division Requirement</th>
<th>39</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Credit Hour Requirement</th>
<th>120</th>
</tr>
</thead>
</table>

## 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

<table>
<thead>
<tr>
<th>Total Credit Hours:</th>
<th>36-37</th>
</tr>
</thead>
</table>

### Program Requirements

#### Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 21005</td>
<td>ADVERTISING MESSAGING AND COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31002</td>
<td>ADVERTISING COPYWRITING (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31004</td>
<td>DIGITAL ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31007</td>
<td>DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>2</td>
</tr>
<tr>
<td>MDJ 31011</td>
<td>ADVERTISING STRATEGY DEVELOPMENT</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 40006 or MDJ 40016</td>
<td>LAW OF MASS COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
<td>1</td>
</tr>
<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
<td>2</td>
</tr>
<tr>
<td>MDJ 41099 or MDJ 41199</td>
<td>ADVERTISING CAMPAIGNS (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>Media and Journalism Electives, choose from the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>CCI 45091</td>
<td>SEMINAR IN MEDIA AND MOVEMENTS (ELR)</td>
<td></td>
</tr>
<tr>
<td>MDJ 21004</td>
<td>ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS</td>
<td></td>
</tr>
<tr>
<td>MDJ 40201</td>
<td>PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS</td>
<td></td>
</tr>
<tr>
<td>MDJ 40202</td>
<td>PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION</td>
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<tr>
<td>MDJ 41075</td>
<td>POLITICAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>MDJ 41080</td>
<td>ACTIVATION ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>MDJ 41150</td>
<td>GLOBAL ADVERTISING AND PUBLIC RELATIONS</td>
<td></td>
</tr>
<tr>
<td>MDJ 41192</td>
<td>PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
<td></td>
</tr>
</tbody>
</table>

**Additional Requirements (courses do not count in major GPA)**

| COM 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:

| 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 | VISUAL DESIGN THINKING |

| Kent Core Composition | 6 |
| Kent Core Mathematics and Critical Reasoning | 3 |
| 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)

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. A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.
**Progression Requirements**

- Students must maintain a minimum 2.700 major GPA and a minimum 2.000 overall GPA to continue taking MDJ courses. Failure to do so will result in students not being permitted to enroll in MDJ 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 MDJ course will be counted toward graduation or as a prerequisite for a subsequent class.

**Graduation Requirements**

<table>
<thead>
<tr>
<th>Minimum Major GPA</th>
<th>Minimum Overall GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.700</td>
<td>2.000</td>
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</tbody>
</table>

- A minimum C- grade may be required in some courses.

**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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DVD) (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
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<tr>
<td></td>
<td>Kent Core Requirement</td>
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</table>

**Credit Hours**

16

### Semester Two

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM 21000</td>
<td>COMMUNICATION GRAMMAR REVIEW</td>
<td>1</td>
</tr>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
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<td></td>
<td>Kent Core Requirement</td>
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**Credit Hours**

13

### Semester Three

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MDJ 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
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<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
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</table>

**Credit Hours**

15

### Semester Four

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MDJ 21005</td>
<td>ADVERTISING MESSAGING AND COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31011</td>
<td>ADVERTISING STRATEGY DEVELOPMENT</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Elective</td>
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**Credit Hours**

15

### Semester Five

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or DIGITAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>MDJ 31004</td>
<td>or DIGITAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>MDJ 31007</td>
<td>DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>2</td>
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</tbody>
</table>

**Credit Hours**

15

### Semester Six

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MDJ 31002</td>
<td>ADVERTISING COPYWRITING (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or DIGITAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>MDJ 31004</td>
<td>or DIGITAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Journalism and Mass Communication Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Electives</td>
<td>6</td>
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</table>

**Credit Hours**

15

### Third Summer Term

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
<td>2</td>
</tr>
</tbody>
</table>

**Credit Hours**

2

### Semester Seven

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 40016</td>
<td>LAW OF ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or LAW OF MASS COMMUNICATION</td>
<td></td>
</tr>
<tr>
<td>MDJ 40006</td>
<td>or DIGITAL ADVERTISING</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Journalism and Mass Communication Elective</td>
<td>3</td>
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<tr>
<td></td>
<td>General Electives</td>
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</table>

**Credit Hours**

15

### Semester Eight

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MDJ 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
<td>1</td>
</tr>
<tr>
<td>MDJ 41099</td>
<td>ADVERTISING CAMPAIGNS (ELR)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>College of Communication and Information Core Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>General Electives</td>
<td>6</td>
</tr>
</tbody>
</table>

**Credit Hours**

13

**Minimum Total Credit Hours:**

120