ADVERTISING - B.S.

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

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
• School Director: Emily Metzgar | mdj@kent.edu | 330-672-2572
• 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
• -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

Additional Careers
• Brand Marketing Specialist
• Media Planner and Buyer
• Social Media Strategist

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 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 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 Twinspace 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 English language proficiency unless they meet specific exceptions. For more information, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as undergraduate 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.

Admission policies for undergraduate students may be found in the University Catalog.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the 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 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>or MDJ 20011</td>
<td>PRODUCTION FUNDAMENTALS</td>
<td></td>
</tr>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
<td>3</td>
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<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 21015</td>
<td>FOUNDATIONS OF STRATEGY 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>
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</table>
MDJ 40006  LAW OF MEDIA AND JOURNALISM  3  
or MDJ 40016  LAW OF ADVERTISING AND PUBLIC RELATIONS  
MDJ 40011  ETHICAL ISSUES IN INTEGRATED COMMUNICATION  1  
MDJ 40027  RACE, GENDER, CLASS AND DISABILITY IN MEDIA INDUSTRIES  3  
MDJ 40092  INTERNSHIP (ELR)  1  
or MDJ 41199  CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)  

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 40295  SELECTED TOPICS IN PUBLIC RELATIONS  
MDJ 41075  POLITICAL ADVERTISING  
MDJ 41150  GLOBAL ADVERTISING AND PUBLIC RELATIONS  
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  FLASSES 101  1  
College of Communication and Information Core 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  
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 (DIVG)  
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  

Kent Core Additional  6  
General Electives (total credit hours depends on earning 120 credits hour, including 39 upper-division credit hours)  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 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  
• 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  
Minimum Major GPA  Minimum Overall GPA  2.000  2.000  

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  
MDJ 20001  MEDIA, POWER AND CULTURE (DIVD) (KSS)  3  
MDJ 21001  PRINCIPLES OF ADVERTISING  3  
UC 10001  FLASSES 101  1  
College of Communication and Information Core Elective  3  
Kent Core Requirement  3  
Kent Core Requirement  3  
Credit Hours  16  

Semester Two  
EMAT 10310  MY STORY ON THE WEB  3  
or MDJ 20011  PRODUCTION FUNDAMENTALS  
MDJ 21015  FOUNDATIONS OF STRATEGY AND COMMUNICATION  3  
Kent Core Requirement  3  
Kent Core Requirement  3  
Kent Core Requirement  3  
Credit Hours  15  

Semester Three  
MDJ 20004  ADVERTISING WRITING AND STORYTELLING  3  
MDJ 20008  RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS  3  
College of Communication and Information Core Elective  3  
Kent Core Requirement  3  
Kent Core Requirement  3  
Credit Hours  15  

Semester Four  
MDJ 31011  ADVERTISING STRATEGY DEVELOPMENT  3  
Kent Core Requirement  3  
Kent Core Requirement  3  
General Elective  6  
Credit Hours  15  

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Advertising - B.S.
### Semester Five

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>or MDJ 31004</td>
<td></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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<tr>
<td>Kent Core Requirement</td>
<td></td>
<td>3</td>
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<tr>
<td>Kent Core Requirement</td>
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<tr>
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### Semester Six

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<tr>
<td>MDJ 31002</td>
<td>ADVERTISING COPYWRITING (WIC)</td>
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<tr>
<td>MDJ 31003</td>
<td>ADVERTISING MEDIA PLANNING or DIGITAL ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>or MDJ 31004</td>
<td></td>
<td></td>
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<tr>
<td>MDJ 40027</td>
<td>RACE, GENDER, CLASS AND DISABILITY IN MEDIA INDUSTRIES</td>
<td>3</td>
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#### Third Summer Term

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<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
<td>1</td>
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### Semester Seven

<table>
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<tbody>
<tr>
<td>MDJ 40016</td>
<td>LAW OF ADVERTISING AND PUBLIC RELATIONS or LAW OF MEDIA AND JOURNALISM</td>
<td>3</td>
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<tr>
<td>or MDJ 40006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media and Journalism Elective</td>
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<tr>
<td>General Electives</td>
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### Semester Eight

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<tr>
<th>Course</th>
<th>Description</th>
<th>Credit Hours</th>
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<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>or MDJ 41199</td>
<td>or CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
<td>3</td>
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<tr>
<td>College of Communication and Information Core Elective</td>
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<td>3</td>
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<tr>
<td>Media and Journalism Elective</td>
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<tr>
<td>General Electives</td>
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<td>4</td>
</tr>
<tr>
<td>Total Credit Hours</td>
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<td>14</td>
</tr>
</tbody>
</table>

### Minimum Total Credit Hours:

| 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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Flashes 101 (UC 10001)</td>
<td>1 credit hour</td>
</tr>
<tr>
<td>Course</td>
<td>Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.</td>
</tr>
<tr>
<td>Diversity Domestic/Global (DIV/DIVG)</td>
<td>2 courses</td>
</tr>
<tr>
<td>Students</td>
<td>Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.</td>
</tr>
<tr>
<td>Experiential Learning Requirement (ELR)</td>
<td>varies</td>
</tr>
<tr>
<td>Students</td>
<td>Students must successfully complete one course or approved experience.</td>
</tr>
<tr>
<td>Kent Core (see table below)</td>
<td>36-37 credit hours</td>
</tr>
</tbody>
</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

#### Total Credit Hours:

| 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. 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.
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.

- Master of Arts degree in Communication Studies
- Master of Arts degree in Media and Journalism
- Master of Arts degree in Visual Communication Design
- Master of Library Information Science degree in Library and Information Science
- Master of Science degree in Emerging Media and Technology
- Master of Science degree in Health Informatics
- Master of Science degree in Knowledge Management
- Master of Science degree in User Experience