

PUBLIC RELATIONS - B.S.

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

About This Program

A public relations major can take you from corporate boardrooms and creative agencies to sports arenas, the halls of Congress, global nonprofits, hospitals, fashion runways and beyond. You can even work from home as a community advocate, consultant or social media influencer. Coursework focuses on developing writing, critical thinking and digital, social media and visual communication skills, as well as analytics and strategic multimedia storytelling. You'll graduate with a grounding in the practice of responsible advocacy and a firm grasp of inclusive communication. Read more...

Contact Information

- **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

Meeting, convention, and event planners

- 7.8% faster than the average
- 138,600 number of jobs
- \$51,560 potential earnings

Public relations and fundraising managers

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

Public relations specialists

- 7.2% faster than the average
- 274,600 number of jobs
- \$62,810 potential earnings

Additional Careers

- Community Advocate
- Communications Managers and Crisis Communication Managers
- Content Creators
- Digital communication managers
- Influencer Marketers
- Government Relations/Public Affairs Managers
- Publicists
- Social Media Managers, Analysts, Content Specialists
- Sports public relations coordinators
- Web/Digital Content Producer

Accreditation

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC); Public Relations Society of America (PRSA) - Certification in Education for Public Relations

* 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 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 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 or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. 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's Academic Policies.

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 program's Coursework tab.

Current Kent State Students: Active Kent State students who wish to change their major to Public Relations must have a minimum 2.000 overall GPA to be admitted.

Program Requirements

Major Requirements

| Code | Title | Credit Hours |
|---|--|--------------|
| Major Requirements (courses count in major GPA) (min C- grade required in all courses) | | |
| EMAT 10310 or MDJ 20011 | MY STORY ON THE WEB PRODUCTION FUNDAMENTALS | 3 |
| MDJ 20001 | MEDIA, POWER AND CULTURE (DIVD) (KSS) ¹ | 3 |
| MDJ 20008 | RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS | 3 |
| MDJ 26001 | WRITING FOR MEDIA | 3 |
| MDJ 26007 or MDJ 26008 | REPORTING BROADCAST REPORTING | 3 |
| MDJ 28001 | PRINCIPLES OF PUBLIC RELATIONS | 3 |
| MDJ 31007 | DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS | 2 |
| MDJ 38002 | PUBLIC RELATIONS CASE STUDIES | 3 |
| MDJ 40011 | ETHICAL ISSUES IN INTEGRATED COMMUNICATION | 1 |
| MDJ 40016 | LAW OF ADVERTISING AND PUBLIC RELATIONS | 3 |
| MDJ 40027 | RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES (DIVD) | 3 |
| MDJ 40092 | INTERNSHIP (ELR) | 1 |
| MDJ 41199 or MDJ 48099 | CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR) CAPSTONE: PUBLIC RELATIONS CAMPAIGNS (ELR) | 3 |
| MDJ 48001 | MEDIA RELATIONS AND PUBLICITY (WIC) | 3 |
| MDJ 48002 | PUBLIC RELATIONS TACTICS | 3 |
| MDJ 48003 | DIGITAL PUBLIC RELATIONS AND SOCIAL MEDIA | 3 |
| MDJ 48006 | PUBLIC RELATIONS PUBLICATIONS | 3 |
| Media and Journalism Electives, choose from the following: 5 | | |
| CCI 45091 | SEMINAR IN MEDIA AND MOVEMENTS (ELR) | |
| MDJ 21008 | SOCIAL MEDIA STRATEGIES | |
| MDJ 26005 | MULTIMEDIA JOURNALISM | |
| MDJ 40201 | PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS | |
| MDJ 40202 | PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION | |
| MDJ 40295 | SELECTED TOPICS IN MEDIA AND JOURNALISM | |
| MDJ 41111 | FASHION PUBLISHING | |

| | | |
|---|---|------------|
| 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 | FLASHES 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 (DIVG) (ELR) | |
| CCI 40095 | SPECIAL TOPICS IN COMMUNICATION AND INFORMATION | |
| CCI 40189 | ITALIAN POP CULTURE (DIVG) (ELR) | |
| CCI 40289 | ITALIAN CINEMA (DIVG) (ELR) | |
| CCI 40389 | DOCUMENTARY FILMMAKING (DIVG) (ELR) | |
| CCI 40489 | MULTIMEDIA EXPERIENTIAL LEARNING (DIVG) (ELR) | |
| CCI 45089 | INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR) | |
| CCI 46089 | INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (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 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) | | 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) ² | | 26 |
| 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 C- grade 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. For students interested in developing a global perspective, foreign language courses or any of the following general elective courses are recommended: ANTH 18210, ANTH 48245, COMM 35852, GEOG 22040, MCLS 20091, MUS 22121, PACS 32030, PACS 32040, PH 10002, POL 10500.

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 26001 | WRITING FOR MEDIA | 3 |
| MDJ 28001 | PRINCIPLES OF PUBLIC RELATIONS | 3 |
| UC 10001 | FLASHES 101 | 1 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 16 |

| Semester Two | | Credits |
|--|--|-----------|
| EMAT 10310 | MY STORY ON THE WEB | 3 |
| or | or PRODUCTION FUNDAMENTALS | |
| MDJ 20011 | | |
| 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 Three | | Credits |
|-----------------------|-------------------------------|-----------|
| MDJ 38002 | PUBLIC RELATIONS CASE STUDIES | 3 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| General Elective | | 3 |
| Credit Hours | | 15 |

| Semester Four | | Credits |
|-----------------------|----------------------------------|-----------|
| MDJ 26007 | REPORTING | 3 |
| or | or BROADCAST REPORTING | |
| MDJ 26008 | | |
| MDJ 48002 | PUBLIC RELATIONS TACTICS | 3 |
| or | or PUBLIC RELATIONS PUBLICATIONS | |
| MDJ 48006 | | |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |
| Credit Hours | | 15 |

| Semester Five | | Credits |
|-------------------------------|---|---------|
| MDJ 31007 | DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS | 2 |
| MDJ 48002 | PUBLIC RELATIONS TACTICS | 3 |
| or | or PUBLIC RELATIONS PUBLICATIONS | |
| MDJ 48006 | | |
| Media and Journalism Elective | | 2 |
| Kent Core Requirement | | 3 |

| General Electives | | 6 |
|--|--|------------|
| Credit Hours | | 16 |
| Semester Six | | |
| MDJ 40027 | RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES (DIVD) | 3 |
| MDJ 48001 | MEDIA RELATIONS AND PUBLICITY (WIC) | 3 |
| MDJ 48003 | DIGITAL PUBLIC RELATIONS AND SOCIAL MEDIA | 3 |
| College of Communication and Information Core Elective | | 3 |
| General Elective | | 3 |
| Credit Hours | | 15 |
| Third Summer Term | | |
| MDJ 40092 | INTERNSHIP (ELR) | 1 |
| Credit Hours | | 1 |
| Semester Seven | | |
| MDJ 40016 | LAW OF ADVERTISING AND PUBLIC RELATIONS | 3 |
| or | or CAPSTONE: CAMPAIGNS IN ADVERTISING | |
| MDJ 41199 | AND PUBLIC RELATIONS (ELR) | |
| or | or CAPSTONE: PUBLIC RELATIONS | |
| MDJ 48099 | CAMPAIGNS (ELR) | |
| Media and Journalism Elective | | 3 |
| College of Communication and Information Core Elective | | 3 |
| General Electives | | 6 |
| Credit Hours | | 15 |
| Semester Eight | | |
| MDJ 40011 | ETHICAL ISSUES IN INTEGRATED COMMUNICATION | 1 |
| MDJ 40016 | LAW OF ADVERTISING AND PUBLIC RELATIONS | 3 |
| or | or CAPSTONE: CAMPAIGNS IN ADVERTISING | |
| MDJ 41199 | AND PUBLIC RELATIONS (ELR) | |
| or | or CAPSTONE: PUBLIC RELATIONS | |
| MDJ 48099 | CAMPAIGNS (ELR) | |
| General Electives | | 8 |
| Credit Hours | | 12 |
| 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. | |
| 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. Understand global and cross-cultural influences in public relations practice and help drive diversity and inclusion as true organizational values and convey those values to internal and external publics.
2. Critically analyze data and trends and conduct research to inform strategic planning, support organizational objectives and measure return on investment.
3. Be effective strategic communicators and clear, concise writers who are skilled at creating meaningful content across a variety of genres and platforms.
4. Serve as ethical, responsible advocates who advance the public interest and serve as the conscience of an organization.
5. Act as strategic planners with a solid grounding in reputation management, risk and crisis based on public relations and communication theory and who serve as critical and independent thinkers, from research to implementation to evaluation.

Full Description

The Bachelor of Science degree in Public Relations can take students from corporate boardrooms and creative agencies to sports arenas, the halls of Congress, global nonprofits, hospitals, fashion runways and beyond. Graduates even work from home as a community advocate, consultant or social media influencer.

Kent State boasts the only public relations program in Ohio that is both certified by the Public Relations Society of America (PRSA) and accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Kent State's chapter of the Public Relations Student Society of America (PRSSA) and its members consistently win awards at national conferences, placing the chapter in the top tier nationwide.

Coursework in the Public Relations major focuses on developing skills in writing, critical thinking, digital, social media and visual communication; as well as analytics and strategic multimedia storytelling. Classes routinely involve researching, creating and presenting a public relations plan for real clients. Students learn to deliver messages through social media, websites, podcasts, videos, press releases and other media tools, events, public policy and more. Students build a strong portfolio through hands-on learning opportunities, including two student agencies, a required professional internship and public relations campus jobs. They graduate with a grounding in the practice of responsible advocacy and a firm grasp of inclusive-communication practices.

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