PUBLIC RELATIONS - B.S.

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

Examples of Possible Careers*
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
• Social media and digital content specialist
• Public affairs specialist
• Event planner and publicist

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; 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.

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. Students graduate with a grounding in the practice of responsible advocacy and a firm grasp of the inclusive communication practices.

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).

This degree is rooted in professionalism, with a focus on developing writing, critical thinking, digital and visual communication skills, as well as analytics and strategic multimedia storytelling. Students learn to deliver messages through social media, websites, podcasts, videos, press releases and other media tools, events, public policy and more.

Classes routinely involve researching, creating and presenting a public relations plan for real clients. Students build a strong portfolio through hands-on learning opportunities, including two student agencies, a required professional internship and public relations campus jobs. 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.

Public Relation students may apply early to the M.A. degree in Media and Journalism and double count 9 credit hours of graduate credit toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information.

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

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 Public Relations must have a minimum 2.000 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 and analyze information, 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 | 1 |
| 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 |
| Writing-Intensive Course (WIC) | 1 course |
| Students must earn a minimum C grade in the course. |
| Upper-Division Requirement | 39 |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. |
| Total Credit Hour Requirement | 120 |

Kent Core Requirements

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<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
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<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
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<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
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<tr>
<td>MDJ 26001</td>
<td>WRITING ACROSS PLATFORMS</td>
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<td>MDJ 26007</td>
<td>REPORTING</td>
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<tr>
<td>or MDJ 26008</td>
<td>BROADCAST REPORTING</td>
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<tr>
<td>MDJ 28001</td>
<td>PRINCIPLES OF PUBLIC RELATIONS</td>
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<td>MDJ 31007</td>
<td>DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS</td>
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<td>MDJ 38002</td>
<td>PUBLIC RELATIONS CASE STUDIES</td>
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<td>MDJ 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
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<td>MDJ 40016</td>
<td>LAW OF ADVERTISING AND PUBLIC RELATIONS</td>
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<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
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<td>MDJ 48001</td>
<td>MEDIA RELATIONS AND PUBLICITY (WIC)</td>
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<td>MDJ 48002</td>
<td>PUBLIC RELATIONS TACTICS</td>
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<td>MDJ 48003</td>
<td>DIGITAL PUBLIC RELATIONS AND SOCIAL MEDIA</td>
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<td>MDJ 48006</td>
<td>PUBLIC RELATIONS PUBLICATIONS</td>
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<tr>
<td>MDJ 48099</td>
<td>CAPSTONE: PUBLIC RELATIONS CAMPAIGNS (ELR)</td>
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<tr>
<td>or MDJ 41199</td>
<td>CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
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<td>CCI 45091</td>
<td>SEMINAR IN MEDIA AND MOVEMENTS (ELR)</td>
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<td>MDJ 21004</td>
<td>ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS</td>
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<td>MDJ 21008</td>
<td>SOCIAL MEDIA STRATEGIES</td>
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<td>MDJ 26005</td>
<td>STORYTELLING ACROSS PLATFORMS</td>
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<td>MDJ 40201</td>
<td>PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS</td>
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<td>MDJ 40202</td>
<td>PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION</td>
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<td>MDJ 41111</td>
<td>FASHION PUBLISHING</td>
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<td>MDJ 41150</td>
<td>GLOBAL ADVERTISING AND PUBLIC RELATIONS</td>
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<td>MDJ 41192</td>
<td>PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)</td>
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<td>COMM 21000</td>
<td>COMMUNICATION GRAMMAR REVIEW (min C grade)</td>
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<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
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<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
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<td>COMM 35852</td>
<td>INTERCULTURAL COMMUNICATION (DIVG)</td>
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<td>EMAT 15310</td>
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<td>EMAT 33310</td>
<td>HUMAN-COMPUTER INTERACTION</td>
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Program Requirements

Major Requirements

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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 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) 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 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.

Progression Requirements
Students must maintain a 2.700 major GPA and a 2.000 overall GPA in order to continue taking MDJ courses. Failure to do so will result in not being permitted to enroll in MDJ courses. 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
Minimum Major GPA Minimum Overall GPA
2.700 2.000

- 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
MDJ 20001 MEDIA, POWER AND CULTURE (DIVD) (KSS) 3
MDJ 28001 PRINCIPLES OF PUBLIC RELATIONS 3
UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE 1
Kent Core Requirement 3
Kent Core Requirement 3
Kent Core Requirement 3
Credit Hours 16

Semester Two
COMM 21000 COMMUNICATION GRAMMAR REVIEW 1
EMAT 10310 MY STORY ON THE WEB 3
MDJ 26001 WRITING ACROSS PLATFORMS 3
Kent Core Requirement 3
Kent Core Requirement 3

Semester Three
MDJ 20008 RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS 3
MDJ 38002 PUBLIC RELATIONS CASE STUDIES 3
Kent Core Requirement 3
Kent Core Requirement 3
General Elective 3
Credit Hours 15

Semester Four
MDJ 26007 REPORTING or BROADCAST REPORTING 3
MDJ 26008
MDJ 48002 PUBLIC RELATIONS TACTICS or PUBLIC RELATIONS PUBLICATIONS 3
MDJ 48006
College of Communication and Information Core Elective 3
Kent Core Requirement 3
Kent Core Requirement 3
Credit Hours 15

Semester Five
MDJ 31007 DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS 2
MDJ 48002 PUBLIC RELATIONS TACTICS or PUBLIC RELATIONS PUBLICATIONS 3
MDJ 48006
Journalism and Mass Communication Elective 3
Kent Core Requirement 3
General Electives 4
Credit Hours 15

Third Summer Term
MDJ 40092 INTERNSHIP (ELR) 1
Credit Hours 1

Semester Six
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 Electives 6
Credit Hours 15

Semester Seven
MDJ 40016 LAW OF ADVERTISING AND PUBLIC RELATIONS or CAPSTONE: PUBLIC RELATIONS CAMPAIGNS (ELR) 3
MDJ 48099 or MDJ 41199 or CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)
Journalism and Mass Communication Elective 2
College of Communication and Information Core Elective 3
General Electives 6
Credit Hours 14

Semester Eight
MDJ 40011 ETHICAL ISSUES IN INTEGRATED COMMUNICATION 1
MDJ 40016 LAW OF ADVERTISING AND PUBLIC RELATIONS or CAPSTONE: PUBLIC RELATIONS CAMPAIGNS (ELR) 3
MDJ 48099 or MDJ 41199 or CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)

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<table>
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<tr>
<th>Course</th>
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<tr>
<td>General Electives</td>
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<td>Credit Hours</td>
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<td>Minimum Total Credit Hours</td>
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