

# PUBLIC RELATIONS - B.S.

## College of Communication and Information

School of Media and Journalism

[www.kent.edu/mdj](http://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

- School Director: **Emily Metzgar** | [mdj@kent.edu](mailto: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. 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 Public Relations must have a minimum 2.000 overall GPA to be admitted.

## Program Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA) (min C- grade required in all courses)</b>		
EMAT 10310 or MDJ 20011	MY STORY ON THE WEB PRODUCTION FUNDAMENTALS	3
MDJ 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS) <sup>1</sup>	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	
<b>Additional Requirements (courses do not count in major GPA)</b>		
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) <sup>2</sup>	26	
<b>Minimum Total Credit Hours:</b>		<b>120</b>

<sup>1</sup> 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.

<sup>2</sup> 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		Credits
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		Credits
MDJ 40092	INTERNSHIP (ELR)	1
Credit Hours		1

Semester Seven		Credits
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		Credits
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