

# 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

- **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 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 Advertising must have a minimum 2.000 overall GPA to be admitted.

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA) (min C- grade 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)	3
MDJ 20004	ADVERTISING WRITING AND STORYTELLING	3
MDJ 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
MDJ 21001	PRINCIPLES OF ADVERTISING	3

MDJ 21015	FOUNDATIONS OF STRATEGY AND COMMUNICATION	3
MDJ 31002	ADVERTISING COPYWRITING (WIC) <sup>1</sup>	3
MDJ 31003	ADVERTISING MEDIA PLANNING	3
MDJ 31004	DIGITAL ADVERTISING	3
MDJ 31007	DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
MDJ 31011	ADVERTISING STRATEGY DEVELOPMENT	3
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 DIS/ABILITY IN MEDIA INDUSTRIES (DIVD)	3
MDJ 40092	INTERNSHIP (ELR)	1
MDJ 41099	ADVERTISING CAMPAIGNS (ELR)	3
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 40202	PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION	
MDJ 40295	SELECTED TOPICS IN MEDIA AND JOURNALISM	
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	
<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>		28
<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 grade of C- 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.

## 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	FLASHES 101	1
College of Communication and Information Core Elective		3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Two		Credits
EMAT 10310	MY STORY ON THE WEB	3
or MDJ 20011	or PRODUCTION FUNDAMENTALS	
MDJ 21015	FOUNDATIONS OF STRATEGY AND COMMUNICATION	3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>
Semester Three		Credits
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
<b>Credit Hours</b>	<b>15</b>
<b>Semester Four</b>	
MDJ 31011 ADVERTISING STRATEGY DEVELOPMENT	3
Kent Core Requirement	3
Kent Core Requirement	3
General Elective	6
<b>Credit Hours</b>	<b>15</b>
<b>Semester Five</b>	
MDJ 31003 ADVERTISING MEDIA PLANNING or MDJ 31004 or DIGITAL ADVERTISING	3
MDJ 31007 DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS	2
Kent Core Requirement	3
Kent Core Requirement	3
General Electives	3
<b>Credit Hours</b>	<b>14</b>
<b>Semester Six</b>	
MDJ 31002 ADVERTISING COPYWRITING (WIC)	3
MDJ 31003 ADVERTISING MEDIA PLANNING or MDJ 31004 or DIGITAL ADVERTISING	3
MDJ 40027 RACE, GENDER, CLASS AND DIS/ABILITY IN MEDIA INDUSTRIES (DIVD)	3
General Electives	6
<b>Credit Hours</b>	<b>15</b>
<b>Third Summer Term</b>	
MDJ 40092 INTERNSHIP (ELR)	1
<b>Credit Hours</b>	<b>1</b>
<b>Semester Seven</b>	
MDJ 40016 LAW OF ADVERTISING AND PUBLIC RELATIONS or MDJ 40006 or LAW OF MEDIA AND JOURNALISM	3
Media and Journalism Elective	3
General Electives	9
<b>Credit Hours</b>	<b>15</b>
<b>Semester Eight</b>	
MDJ 40011 ETHICAL ISSUES IN INTEGRATED COMMUNICATION	1
MDJ 41099 ADVERTISING CAMPAIGNS (ELR) or MDJ 41199 or CAPSTONE: CAMPAIGNS IN ADVERTISING AND PUBLIC RELATIONS (ELR)	3
College of Communication and Information Core Elective	3
Media and Journalism Elective	3
General Electives	4
<b>Credit Hours</b>	<b>14</b>
<b>Minimum Total Credit Hours:</b>	<b>120</b>

## 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
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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.	
<b>Total Credit Hour Requirement</b>	<b>120 credit hours</b>

## 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
<b>Total Credit Hours:</b>	<b>36-37</b>

## 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