**Roadmap: Public Relations - Bachelor of Science**
CI-BS-PR
College of Communication and Information
School of Journalism and Mass Communication
Catalog Year: 2014-2015

KENT STATE
UNIVERSITY

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses and milestones designed as critical (**!**) must be completed in the semester listed to ensure a timely graduation.

| Critical | Course Subject and Title | Credit Hours | Upper Div. | Min. Grade | Major GPA | Type | Term Taken |
|---|---|---|---|---|---|---|---|
| **Semester One [16 Credits]** | | | | | | | |
| | HIST 12070 History of the United States: The Formative Period | 3 | | | | DD/KHU | |
| | JMC 20001 Media, Power and Culture | 3 | | C- | ■ | DD/KSS | |
| | JMC 20006 Multimedia Techniques | 3 | | C- | ■ | | |
| | US 10097 Destination Kent State: First Year Experience [1] | 1 | | | | | |
| | Kent Core Requirement | 3 | | | | | |
| | Kent Core Requirement | 3 | | | | | |
| **Semester Two [16 Credits]** | | | | | | | |
| **Requirement: minimum 2.700 major GPA** | | | | | | | |
| **!** | **COMM 21000 Communication Grammar Review** | **1** | | **C** | | | |
| **!** | **JMC 26001 Multimedia Newswriting** | **3** | | **C-** | ■ | | |
| | COMM 15000 Introduction to Human Communication | 3 | | | | KAD | |
| | HIST 12071 History of the United States: The Modern Period | 3 | | | | DD/KHU | |
| | JMC 28001 Principles of Public Relations | 3 | | C- | ■ | | |
| | Kent Core Requirement | 3 | | | | | |
| **Semester Three [15 Credits]** | | | | | | | |
| **Requirement: minimum 2.700 major and 2.000 cumulative GPA** | | | | | | | |
| | JMC 20008 Audience Analysis and Research | 3 | | C- | ■ | | |
| | JMC 26005 Multimedia Storytelling | 3 | | C- | ■ | | |
| | JMC 38002 Public Relations Case Studies | 3 | ■ | C- | ■ | | |
| | Kent Core Requirement | 3 | | | | | |
| | Kent Core Requirement | 3 | | | | | |
| **Semester Four [16 Credits]** | | | | | | | |
| **Requirement: minimum 2.700 major and 2.000 cumulative GPA** | | | | | | | |
| | ACCT 23020 Introduction to Financial Accounting | 3 | | | | | |
| | ECON 22060 Principles of Microeconomics | 3 | | | | KSS | |
| | JMC 26007 Print Beat Reporting *or* JMC 26008 Broadcast Beat Reporting | 4 | | C- | ■ | | |
| | POL 10100 American Politics | 3 | | | | DD/KSS | |
| | Kent Core Requirement | 3 | | | | | |
| **Semester Five [15 Credits]** | | | | | | | |
| **Requirement: minimum 2.700 major and 2.000 cumulative GPA** | | | | | | | |
| | ECON 22061 Principles of Macroeconomics | 3 | | | | KAD | |
| | JMC 48001 Media Relations and Publicity [2] | 3 | ■ | C | ■ | WIC | |
| | JMC 48002 Public Relations Tactics | 3 | ■ | C- | ■ | | |
| | MIS 24163 Principles of Management [3] | 3 | | | | | |
| | MKTG 25010 Principles of Marketing | 3 | | | | | |
| **Semester Six [16 Credits]** | | | | | | | |
| **Requirement: minimum 2.700 major and 2.000 cumulative GPA** | | | | | | | |
| | JMC 48006 Public Relations Publications | 3 | ■ | C- | ■ | | |
| | MKTG 45045 Advertising and Promotion Management | 3 | ■ | | | | |
| | VCD 14001 Visual Design Literacy | 3 | | | | | |
| | ENG elective [4] | 3 | ■ | | | | |
| | General Electives [5] | 4 | | | | | |
| **Semester Summer III [1-6 Credits]** | | | | | | | |
| | JMC 40092 Internship [6] | 1 | ■ | S | ■ | ELR | |
| **Semester Seven [15 Credits]** | | | | | | | |
| | JMC 40016 Law of Advertising and Public Relations | 3 | ■ | C- | ■ | | |
| | JMC 48003 Public Relations Online Tactics | 3 | ■ | C- | ■ | | |
| | LIS 10010 Information Fluency *or* LIS 30010 Information Fluency in the Workplace and Beyond | 3 | | | | | |
| | Marketing upper-division course | 3 | ■ | | | | |
| | General Electives (outside the discipline) [5] | 3 | | | | | |
| **Semester Eight [14 Credits]** | | | | | | | |
| | JMC 40011 Ethical Issues in Integrated Communication | 1 | ■ | C- | ■ | | |
| | JMC 48091 Seminar: Public Relations Campaigns | 3 | ■ | C- | ■ | | |
| | General Electives (all must be outside the discipline and 7 credit hours of upper division) [5] | 10 | ■ | | | | |

## Graduation Requirements Summary

| Minimum Total Hours | Minimum Upper-Division Hours | Minimum Kent Core Hours | Minimum | |
|---|---|---|---|---|
| | | | Major GPA | Overall GPA |
| 124 | 39 | 36 | 2.700 | 2.000 |

1. US 10097 is not required of transfer students with 25 credits or students age 21+ at time of admission.

2. A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.

3. BMRT 11009 is equivalent to MIS 24163.

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4. ENG Elective

| Choose from the following: | |
| --- | --- |
| ENG 30062 Principles of Technical Writing (3) | ENG 30063 Business and Professional Writing (3) |
| ENG 30064 Argumentative Prose Writing (3) | ENG 30065 Expository Prose Writing (3) |
| ENG 30066 Writing in the Public Sphere (3) | English upper-division course (3) |

5. 13 hours outside of the discipline, 7 hours upper division. Any JMC course taken is calculated in the major GPA.

Students must complete minimum 72 credit hours outside the journalism and mass communication discipline per the Accrediting Council on Education in Journalism and Mass Communication. The following courses are considered within the discipline and <u>cannot</u> be used toward the 72-hour requirement.

| | |
| --- | --- |
| COMM 20000 Foundations of Communication | VCD 34006 Motion Design |
| COMM 21008 Social Media Strategies | VCD 37000 Visual Design for Media: Advanced |
| COMM 25863 Business and Professional Communication | VCD 38001 Photographics |
| COMM 25902 Communication Theory | VCD 38003 Photo Technology |
| COMM 26001 Public Communication in Society | VCD 38004 Advanced Photography |
| COMM 26501 Introduction to Health Communication | VCD 38009 Internship Seminar: Photo Illustration |
| COMM 30000 Communication Research Methods | VCD 40025 Professional Portfolio |
| COMM 35860 Interviewing | VCD 40052 Graphic Design - Travel and Field Experience |
| COMM 41000 Sports Communication | VCD 40053 Graphic Design Studio - Glyphix |
| COMM 42000 Media, War and Propaganda | VCD 40092 Internship I - Graphic Design/Illustration |
| COMM 43000 Communication Technology and Human Interaction | VCD 40095 Special Topics: Graphic Design/Illustration |
| COMM 45006 Media Use and Effects | VCD 40096 Individual Investigation in Graphic Design and Illustration |
| COMM 45007 Freedom of Speech | VCD 40192 Internship II - Graphic Design/Illustration |
| COMM 45092 Internship in Communication Studies | VCD 40193 Variable Title Workshop in VCD |
| COMM 45093 Variable Title Workshop in Communication | VCD 40195 Selected Topics: Graphic Design/Illustration |
| COMM 45095 Special Topics in Communication Studies | VCD 42000 Advanced Illustration: Media |
| COMM 45196 Independent Study: Communication Studies | VCD 42002 Editorial Illustration |
| COMM 45902 Communication and Influence | VCD 42003 Advertising Illustration |
| COMM 46091 Senior Seminar | VCD 43000 Studio Production |
| COMM 46092 Practicum in Applied Communication | VCD 43001 Interactive Design: Communities and Culture |
| COMM 46503 Health Communication and Media | VCD 43002 Typographic/Photographic Graphic Design |
| JMC xxxxx (any course with the subject JMC) | VCD 43003 Corporate Identity/Graphic Design |
| VCD 13000 Introduction to Visual Communication Design | VCD 43004 Issues for Graphic Design Businesses |
| VCD 13001 Introduction to Visual Communication Design Studio | VCD 43005 Packaging, Promotion and Retail Environments |
| VCD 14001 Visual Design Literacy | VCD 43006 Environmental Graphic Design |
| VCD 14002 Communicating with Color | VCD 43007 Information Graphics |
| VCD 20000 Basic Computer-Graphic Design and Illustration | VCD 43008 Branded Identity |
| VCD 20010 Introduction to Design Research | VCD 43051 Type High Press |
| VCD 23000 Intermediate Studio Skills: Graphic Design/Illustration | VCD 45000 Graphic Design Perspectives |
| VCD 28000 Photography | VCD 46000 Web Design and Programming I |
| VCD 28002 Photography II | VCD 46001 Web Design and Programming II |
| VCD 28004 Photographic Perspectives | VCD 46003 Advanced Typography |
| VCD 32000 Illustration I | VCD 46053 Web Design and Programming Studio |
| VCD 32001 Illustration II | VCD 48005 Color Photography |
| VCD 33000 Graphic Design I | VCD 48007 Photo Illustration Techniques |
| VCD 33001 Graphic Design II | VCD 48092 Practicum in Photography |
| VCD 34004 Visual Ethics | VCD 49198 Senior Research Paper: Graphic Design/Illustration |
| VCD 34005 Introduction to 3D Graphic Design | VCD 49199 Senior Capstone |

6. Student may take up to five additional internship hours. This will reduce additional programs requirements. See your advisor.


**Special Major Note:**
Students who pass 15 credits of non-remedial academic coursework each fall and spring semester will accumulate 120 credits in four years. This major requires 124 credits for graduation. Students can stay on track for graduation by:

- Declaring their major as freshmen and completing all courses in sequence (bear in mind that switching majors may cause a delay in graduation);
- Prioritizing required courses above electives;
- Meeting regularly with their academic advisors to stay on track;
- Passing each required course the first time attempted and maintaining the minimal GPA for the major;
- Successfully completing more than 15 credit hours of relevant coursework (field-based work, internship) during academic semesters; and/or
- Completing relevant coursework (field-based work, internship) during summer sessions.

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## University Requirements Summary

| Type | Categories | Course(s) Satisfying Category | Remaining Requirements |
|------|------------|-------------------------------|------------------------|
| KCM | **Kent Core I. Composition**<br>Enrollment based on placement test | visit www.kent.edu/catalog/kent-core | 6 |
| KMC | **Kent Core II. Mathematics and Critical Reasoning**<br>Enrollment based on placement test | visit www.kent.edu/catalog/kent-core | 3 |
| KHU | **Kent Core III. Humanities**<br>Minimum one course from humanities in Arts and Sciences; may fulfill diversity requirement | HIST 12070 | fulfilled |
| KFA | **Kent Core IV. Fine Arts**<br>Minimum one course from the fine arts; may fulfill diversity requirement | visit www.kent.edu/catalog/kent-core | 3 |
| KFH | **Kent Core V. Humanities or Fine Arts**<br>One additional course from either the humanities or fine arts category, may fulfill diversity requirement. | HIST 12071 | fulfilled |
| KSS | **Kent Core VI. Social Sciences**<br>Must be selected from two curricular areas; may fulfill diversity requirement | ECON 22060, POL 10100 | fulfilled |
| KBS | **Kent Core VII. Basic Sciences**<br>Must include one laboratory | visit www.kent.edu/catalog/kent-core | 6 |
| KAD | **Kent Core VIII. Additional**<br>May fulfill diversity requirement | COMM 15000, ECON 22061 | fulfilled |
| DD | **Domestic Diversity Course Requirement**<br>Either domestic or global diversity must be from Kent Core | HIST 12070 | fulfilled |
| DG | **Global Diversity Course Requirement**<br>Either domestic or global diversity must be from Kent Core | visit www.kent.edu/catalog/diversity | one course |
| ELR | **Experiential Learning Requirement**<br>Either course or non-course experience approved by the appropriate faculty member | JMC 40092 | fulfilled |
| WIC | **Writing-Intensive Course Requirement**<br>Minimum C (2.000) grade | JMC 48001 | fulfilled |