Roadmap: Public Relations - Bachelor of Science
CI-BS-PR
College of Communication and Information
School of Journalism and Mass Communication
Catalog Year: 2015-2016

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	Min. Grade	Major GPA	Attribute	Notes
Semester One [16 Credits]						
	HIST 12070 Early America: From Pre-Colonization to Civil War and Reconstruction	3			DD/KHU	
	JMC 20001 Media, Power and Culture [1]	3	C-	■	DD/KSS	
	JMC 20006 Multimedia Techniques	3	C-	■		
	US 10097 Destination Kent State: First Year Experience [2]	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 Writing Across Platforms**	**3**	**C-**	■		
	COMM 15000 Introduction to Human Communication	3			KAD	
	HIST 12071 Modern America: From Industrialization to Globalization	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 Research and Measurement in Advertising and Public Relations	3	C-	■		
	JMC 26005 Storytelling Across Platforms	3	C-	■		
	JMC 38002 Public Relations Case Studies	3	C-	■		
	VCD 14001 Visual Design Literacy	3				
	Kent Core Requirement	3				
Semester Four [15 Credits]						
Requirement: minimum 2.700 major and 2.000 cumulative GPA						
	ECON 22060 Principles of Microeconomics	3			KSS	
	JMC 26007 Reporting (3) *or* JMC 26008 Broadcast Reporting (3)	3	C-	■		
	JMC 48006 Public Relations Publications	3	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			KSS	
	JMC 48001 Media Relations and Publicity	3	C [4]	■	WIC	
	JMC 48002 Public Relations Tactics	3	C-	■		
	MKTG 25010 Principles of Marketing	3				
	General Electives [3]	3				
Semester Six [15 Credits]						
Requirement: minimum 2.700 major and 2.000 cumulative GPA						
	ACCT 23020 Introduction to Financial Accounting	3				
	JMC 48003 Public Relations Online Tactics	3	C-	■		
	MIS 24163 Principles of Management	3				
	MKTG 45045 Advertising and Promotion Management	3				
	ENG Elective [5]	3				
Third Summer Term [1 Credit]						
	JMC 40092 Internship (1-6)	1	S	■	ELR	
Semester Seven [15 Credits]						
	JMC 40016 Law of Advertising and Public Relations	3	C-	■		
	LIS 10010 Information Fluency *or* LIS 30010 Information Fluency in the Workplace and Beyond	3				
	Marketing upper-division course	3				
	Kent Core Requirement	3				
	General Electives [3]	3				
Semester Eight [16 Credits]						
	JMC 40011 Ethical Issues in Integrated Communication	1	C-	■		
	JMC 48091 Seminar: Public Relations Campaigns	3	C-	■		
	General Electives [3]	12				

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Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours 30000 – 40000 level course	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
124	39	36	2.7000	2.000

1. Students may substitute JMC 20003 Introduction to Mass Communication for JMC 20001. JMC 20003 does not fulfill a Kent Core or Diversity requirement.
2. US 10097 is not required of transfer students with 25 credits (excluding College Credit Plus and dual-enrollment credit) or students age 21+ at time of admission
3. 13 hours outside of the discipline, minimum 7 hours upper division. Number of credits required depends on meeting minimum 124 credit hours and minimum 39 upper-division credit hours.
4. A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.
5. ENG Elective

Choose from the following:	
ENG 30062 Principles of Technical Writing (3)	ENG 30063 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)

Progression Requirements:

Students must maintain a 2.700 major GPA and a 2.000 cumulative GPA in order to continue taking JMC courses. Failure to do so will result in not being permitted to enroll in JMC courses. In addition, no grade lower than a C- (1.700) in a JMC course will be counted toward graduation or as a prerequisite for a subsequent class.

Notes:

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 Communications. 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

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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

All transfer coursework with a subject and number designator of TRAN, KAPS, COMM, JMC or VCD XXXXX will not count toward the 72-hour requirement automatically. Students must meet with their academic advisor for further evaluation of their coursework for applicability to this requirement.

University Requirements: Bachelor's degree-seeking students must meet Kent Core (general education requirements), diversity, writing-intensive and experiential learning requirements. For more information about these requirements, please read the following sections in the University Catalog: Kent Core – www.kent.edu/catalog/kent-core; Diversity Course Requirement – www.kent.edu/catalog/diversity; Writing-Intensive Course Requirement – www.kent.edu/catalog/wic; Experiential Learning Requirement – www.kent.edu/catalog/elr.

Attribute Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts: **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive