



Department of
Higher Education

Mike DeWine, Governor
Randy Gardner, Chancellor

Combined Bachelor's/Master's Degree Program Request Form

Date of submission: 5/4/2020

Name of institution: Kent State University

Primary institutional contact for the request

Name: Therese E. Tillett
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Name of bachelor's degree program: B.S. in Public Relations

Name of master's degree program: M.A. in Journalism and Mass Communication

Proposed implementation date: Fall 2020

1. Identify the total number of credit hours in the undergraduate and master's programs combined.

144 credit hours combined: 120 undergraduate hours, with 9 of those hours double counted from the MA program, which requires 33 credit hours; 24 graduate hours beyond the 9 that were double counted.

2. Describe how the university will ensure that students meet the expected baccalaureate program outcomes before the bachelor's degree is awarded.

Student will apply for Graduation Clearance via FlashLine. The College of Communication and Information (CCI) advising staff will conduct and approve GPS degree audit, to ensure satisfactory completion of required credits toward B.S. in Public Relations. Students are also required to meet with advisors every semester to discuss degree progression.

3. Describe how students are informed of this combined degree program. Include in the answer how students are advised regarding opportunities and challenges associated with the option.

[Website] The combined degree program option will be described on the School of Journalism website, under both "Undergraduate Programs" and "Graduate Programs" with a

section highlighting the "Combined B.S./M.A." program. Program information will also be added to the official university catalog.

[Email] Once per fall and spring semester, CCI will run an institutional report on the undergraduate major and GPAs available. CCI will reach out to notify them that they qualify for admission by the end of 60 earned credit hours.

[Print] The program option will be mentioned on any future fact sheets, brochures or marketing materials.

[Advising – Staff] The College of Communication and Information advising office will be notified that the option is available and encouraged to offer it to students that have the appropriate GPAs during their second semester of their undergraduate year and each subsequent academic term, through the first term of their fourth undergraduate year. Staff will notify students of the admission requirements, enrollment standards, and other academic policies that may affect them if they enroll in the combined program.

[Advising – Faculty] The graduate coordinator, graduate advisor, and/or any other department faculty will be made aware of the program either in-person or via email. Faculty will discuss admission requirements, enrollment standards, and other academic policies that may affect the student if they enroll in the combined program.

4. Describe the options available for students who wish to leave the program with a bachelor's degree before finishing the graduate-level work.

Students who want to leave the combined program will obtain the B.S. in Public Relations undergraduate degree upon completion of all requirements necessary for graduation. Courses double-counted can still be used to fulfill requirements for the B.S. in Public Relations undergraduate degree program if they meet the necessary degree audit standards.

5. Describe how the institution ensures that students will pay undergraduate tuition throughout the completion of the undergraduate degree.

Per [Kent State policy](#), students in a combined bachelor's/master's degree program are classified as undergraduate until the bachelor's degree is awarded. Kent State's tuition rate is assigned to the student's level, and not at the course level. Therefore, undergraduate students taking graduate courses will be charged the undergraduate tuition rate.

Attach to this document a listing of the graduate courses in the master's degree program that will apply toward the bachelor's degree program and explain the requirements they will satisfy in the bachelor's degree.

Kent State University agrees to monitor the success of the program and will submit an annual report to Ohio Department of Higher Education on the scope of the program and student success.

Kent State University verifies that the information in this request is truthful and accurate.

Respectfully,

Signed after the request goes to EPC

Melody J. Tankersley, Ph.D.
Senior Vice President for Academic Affairs and Provost (Interim)
Kent State University

The courses that would apply for joint credit include the following.

Course Number	Title	Credit Hours
4/50015	Media Marketplace	3.000
4/50027	Managing Media Diversity	3.000
4/50202	PR Crisis Communication	1.000
4/58001	Media Relations and Publicity	3.000
4/58003	Digital Public Relations	3.000
4/58006	Public Relations Publications	3.000
61001	Principles and Practices of Digital Media	3.000