

Founded in 1910, today Kent State University's eight-campus system is among the largest regional systems in the country. Kent State is also recognized internationally as one of the premiere Ohio universities.

Kent State is ranked among the nation's 77 public research universities demonstrating high-research activity by the Carnegie Foundation for the Advancement of Teaching.

Times Higher Education, ranked Kent State as one of the top 200 universities in the world in for two consecutive years in 2010 and 2011.

Kent State was also noted in the first-tier list of Best National Universities in the 2012 edition of Best Colleges by *U.S. News & World Report*, and was recently ranked among the top 500 universities according to the 2011 Academic Ranking of World Universities.



Exploring the World of Applied Communication

The applied communication degree offered through the School of Communication Studies is one of the few degrees that can be completed at any of the eight campuses that comprise the Kent State University system. Applied communication majors are able to:

- ◆ Adapt coursework to diverse career interests and goals.
- ◆ Develop integrated communication skills that encompass the ability to blend communication theory, research, design, and practice in unique ways.
- ◆ Employ strategic use of oral, written, and mediated messages to satisfy diverse organizational goals.
- ◆ Examine the impact and role of interaction through new media in shaping workplace dynamics.

The applied communication major is an interdisciplinary degree within the College of Communication and Information. Applied communication students are encouraged and required to develop an interdisciplinary base of knowledge spanning all four Schools in the College by completing coursework in:

- ◇ Communication Studies
- ◇ Journalism and Mass Communication
- ◇ Library and Information Sciences
- ◇ Visual Communication Design

Through an integrated communication approach, graduates receive training for careers in public relations, organizational leadership, visual design, public speaking, media relations, and professional writing.



Communication Studies also offers majors and minors in several other areas of concentration, including interpersonal communication, global communication, health communication, public communication, and organizational communication.

School of Communication Studies - Aug. 19, 2012
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Flexible and Adaptable
Degree to Fit Your Interests
Available through the
School of Communication Studies



Communicating and
Growing as a School at
Kent State University
since 1932

The School of Communication Studies
is part of the
College of Communication and Information
www.kent.edu/comm



Applied Communication Major

The Applied Communication Major is a 121-credit degree with a minimum 2.25 GPA required in the major and a 2.0 cumulative GPA required for graduation.

Why Study Applied Communication?

The four schools within the College of Communication and Information each provide in-depth training, knowledge, and expertise relevant to a wide variety of communication-related careers. However, the applied communication degree is one of few majors at Kent State University that allows students to prepare for career pathways requiring a communication skill set that includes integrated perspectives.

Courses in the concentration teach students not only how to do the work of a professional communication specialist but also understand the theories that explain why certain messages are most effective for different types of audiences. Organizations are interested in hiring employees with more integrated communication skills and the ability to successfully adapt skills and expertise to diverse professional goals.

The most recent job outlook statistics from the National Association for Colleges and Employers rank effective communication skills as the most important job characteristic employers consider when making hiring decisions, ranking above even technical skills.

A degree in applied communication prepares students to work more effectively in a wide range of contexts and to meet industry demands with more advanced communication training.

Applied Communication Classes

Degree Requirements:

Communication Studies Core

- 15000 Intro. to Human Communication
- 20000 Foundations of Communication
- 25902 Communication Theory
- 30000 Communication Research Methods
- 46092 Practicum in Applied Communication

Complete these College of Communication and Information (CCI) Courses

- 14001 Visual Design Literacy
- 20001 Media, Power and Culture *OR*
- 20003 Introduction to Mass Communication
- 30010 Information Fluency in the Workplace and Beyond

Complete One Comm. Diversity Course

- 26000 Criticism of Public Discourse
- 35852 Intercultural Communication
- 35912 Gender and Communication

Complete the Applied Communication Concentration Requirements Listed in the Box to the Right

Required Concentration Courses

- COMM 35864 Organizational Communication
- COMM 45807 High Impact Professional Speaking
- JMC 20005 Fundamentals of Media Messages
- VCD 37000 Visual Design for Media: Advanced

Complete One of the Following Writing Courses

- ENG 20002 Introduction to Technical Writing
- ENG 30062 Principles of Technical Writing
- ENG 30063 Business and Professional Writing

Complete 15 credits of Electives Across the College with at least 9 Upper Division credits and 6 JMC and/or VCD Credits

Sample CCI Electives (15 Credits)

- ◆ Business and Professional Communication
- ◆ Intercultural Communication
- ◆ Communication Technology and Human Interaction
- ◆ Communication and Conflict
- ◆ Organizational Communication Training and Development
- ◆ Graphic Design
- ◆ Introduction to 3-D Design
- ◆ Photography
- ◆ Basic Computer Graphic Design and Illustration
- ◆ Photo Technology
- ◆ Newswriting
- ◆ Mass Media Research
- ◆ Creative Advertising Strategies
- ◆ Photojournalism
- ◆ Public Relations Case Studies

Want to Know More? Contact or Visit Us

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Learn more about the Communication Studies faculty, student organizations, and other major and minor degree programs available through the School of Communication Studies at:
www.kent.edu/comm