



## Exploring the World of Public Communication

The Public Communication major offers training and expertise to prepare students for careers in a wide variety of public communication professions.

Coursework introduces students to theory and practice related to public discourse, persuasive communication, in-depth analysis of media processes, uses, and effects, such as the impact of violence and sex in the media, how persuasive messages in the media influence audiences, and the impact of the media on the political process.

Coursework also addresses various communication tactics used by individuals, organizations, and government to reach and influence the public.

### A Public Communication Major Prepares Students for a Wide Number of Careers:

- Social media management
- Advertising
- Community outreach
- Law school and legal careers
- Lobbying organizations
- Marketing and audience research
- Media campaign development
- Media consulting
- Media relations and promotion
- Motivational speaking
- Political consulting
- Public affairs
- Public information
- Public relations
- Speech writing
- Strategic message design
- Corporate communication



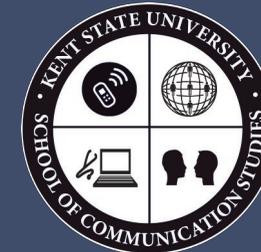
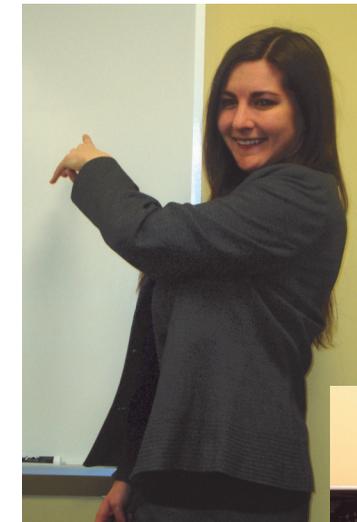
Founded in 1910, today Kent State University's eight-campus system is among the largest regional systems in the country. Kent State is also recognized internationally as one of the premiere Ohio universities.

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.

## Major in PUBLIC COMMUNICATION at Kent State University



Communication Studies also offers a minor in public communication as well as majors and minors in several other areas of concentration, including applied communication, global communication, health communication, interpersonal 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](http://www.kent.edu/comm)



# Public Communication Major

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

## Why Study Public Communication?

Public communication is an essential part of everyday life and business interaction. More than ever, traditional and new forms of media are being used by individuals, groups, and organizations to disseminate information to the public, and influence judgments, perceptions, values, and actions.

An understanding of media use, processes and effects is critical for success in a competitive marketplace. As such, a degree in public communication prepares students to enter a large number of careers, including marketing, advertising and other strategic communication professions, legal and political fields, as well as new and emerging fields in social media management and promotion.

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.

Greater competence and training in Public Communication prepares students to work more effectively in a wide range of situations and to meet industry demands with communication theory and research.

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

## Public Communication Classes

### 26001 Public Communication in Society

Examines communication in public settings. Content includes issues in mass media, political communication and political advertising, news, crisis communication, public opinion, and communication in executive, legislative and judicial settings. Students explore the influence of mediated messages via application of mass communication theories and constructs.

### 45006 Media Use and Effects

Examines the ways in which communication scholars have conceptualized and analyzed media processes, uses and effects. Issues explored include media portrayals, news coverage, political campaigns, sex and violence in the media, media entertainment, children and television and newer communication technologies.

### 45007 Freedom of Speech

Examines historic and contemporary instances relating to freedom of speech; study of limits, rights, responsibilities and socio-legal-rhetorical issues.

### 45902 Communication and Influence

Explores theories and strategies of social influence in contemporary society. Students discuss and critique influential communication practices such as persuasion, product and services advertisements, social movements, and political messages. Course addresses global perspectives on persuasion.

### Sample Public Communication Electives that could be used to fulfill the additional 15 credits of Communication electives.

- ◆ Argumentation
- ◆ Communication and Conflict
- ◆ Communication Technologies and Human Interaction
- ◆ High Impact Professional Speaking
- ◆ Media, War, and Propaganda
- ◆ Public Communication Campaigns
- ◆ Sports Communication

## Degree Requirements

### Comm. Studies and Concentration Core

- 15000 Intro. to Human Communication
- 20000 Foundations of Communication
- 25902 Communication Theory
- 30000 Comm. Research Methods
- 46091 Senior Seminar

### Complete these Courses Across CCI

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

### Complete One Comm. Diversity Course

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

### Complete the following required Public Communication Courses:

**26001, 45006, 45007, and 45902**

### Complete Any 15 Credits of Communication Electives

Want to Know More? Contact or Visit Us

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