

**PUBLIC RELATIONS & ADVERTISING TRANSFER ASSURANCE GUIDE (TAG)**  
**January 2, 2008**

<b>Ohio Transfer Module:</b>		
<b>Ohio Transfer Module (OTM) Requirements:</b> 36-40 semester hours / 54-60 quarter hours. Students should select courses within the OTM that complement the selected major and meet any specific general education requirements. Students are encouraged to complete the OTM to ensure maximum transferability and application of credits.		
<b>Required Disciplines</b>	<b>Minimum Required Hours</b>	<b>Recommended Courses</b>
Area I. English Composition Area II. Mathematics Area III. Arts & Humanities Area IV. Social Sciences Area V. Natural & Physical Science	3 sem. / 5-6 qtr. 3 sem. / 3 qtr. 6 sem. / 9 qtr. 6 sem. / 9 qtr. 6 sem. / 9 qtr.	Microeconomics and/or Macroeconomics
Additional courses beyond the minimum required hours, from any of the disciplines listed above, will count toward the completion of the OTM (36-40 semester hours or 54-60 quarter hours).		
<b>Foreign Language</b> - Demonstrate competencies through the 200 level. Credits: Up to 16 semester hours / 24 quarter hours.		
<b>Major Courses– Hours/courses listed below that count toward the major or pre-major requirements.</b>		
<b>a. Introduction to Mass Communication – OCM006</b>	Credits: 3-4 semester hours / 3-5 quarter hours	
Advising Notes:		
<b>b. Introduction to Photojournalism – OCM011</b>	Credits: 3-4 semester hours / 3-5 quarter hours	
Advising Notes:		
<b>c. Principles of Advertising – OCM012</b>	Credits: 3-4 semester hours / 3-5 quarter hours	
Advising Notes:		
<b>Transfer Assurance Guides Total Guaranteed Credits (Range)</b>		
• Ohio Transfer Module	36 – 40 sem.	54 – 60 qtr.
• Foreign Language	0 – 16 sem.	0 – 24 qtr.
• Pre-major / Major	0 – 9 to 12 sem.	0 – 9 to 15 qtr.

**Institutional Requirements:** For entrance and graduation, a transfer student must meet all institutional requirements which would include, but may not be limited to: minimum grade point average, residency requirements, upper division credits attained, minimum grades in specific courses, performance requirements (ex. dance, music) and other requirements of native students from the same institution.

## **OCM006 – INTRODUCTION TO MASS COMMUNICATION**

**3-4 Semester Hours/3-5 Quarter Hours**

**Related TAGs:** Journalism, Public Relations & Advertising, Telecommunications

1. Understand the role of media in a contemporary, political, and cultural context and the global stage
2. Develop an historical perspective of how media technologies evolved
3. Understand the relationship between mass and other forms of communication
4. Understand the relationships between mass media and audience responses
5. Understand the relation and reasons for governmental regulation and the media in terms of constitutional principles
6. Consider the philosophical and ethical issues that arise in mass communication
7. Understand career options and the paths in the range of media careers and tasks required in management, production, and distribution

**OCM011 - Introduction to Photo Journalism**

**3-4 Semester Hours/3-5 Quarter Hours**

**Related TAGs:** Journalism, Public Relations & Advertising

1. Produce acceptable photographs using effective lighting, focus, and framing techniques.
2. Understand the legal and ethical issues involved in photojournalism.
3. Properly document and verify information relating to photojournalism.

**OCM012 – PRINCIPLES OF ADVERTISING**  
**3-4 Semester Hours/3-5 Quarter Hours**

**Related TAGs:** Public Relations & Advertising

Outcomes: Students will be able to demonstrate understanding of:

1. Role of advertising in the marketing process
2. Advertising production and techniques
3. Social and ethical implications of advertising
4. Elements of print and electronic media
5. Advertising agency structure and function
6. Advertising's economic relationship to the media
7. Advertising's relationship to direct marketing
8. Advertising and sales promotion
9. Advertising regulation
10. Future of advertising
11. Career opportunities in advertising

## **PUBLIC RELATIONS & ADVERTISING - FACULTY PARTICIPANTS**

<b>Name</b>	<b>Institution</b>
Greg Blasé	Kent State University
Ralph Carbone	Washington State Community College
Robert Fee	University of Cincinnati
Michael Gormley	Central State University
Leo Jeffres	Cleveland State University
Terry Rentner	Bowling Green State University
T.R. Ruddick	Edison Community College
Dudley Turner	The University of Akron
Sharon West	The Ohio State University
Lori Zakel	Sinclair Community College