

Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester One: [16 Credit Hours]				
JMC 20003 Introduction to Mass Communication	3		C-	
ENG 11011 College Writing I	3			Fulfills LER Composition
HIST 12070 History of the United States: The Formative Period	3			Fulfills LER Humanities and domestic diversity requirement
US 10097 Destination Kent State: FYE	1			Not required of transfer students with 25 credits
LER Basic Sciences	3			Visit www.kent.edu/catalog and search "LER" for complete course list
LER Fine Arts	3			
Semester Two: [15-16 Credit Hours]				
Requirements: successfully complete Grammar, Usage and Punctuation Test with minimum 70 percent score				
JMC 20004 Media Writing	3		B-	
HIST 12071 History of the United States: The Modern Period	3			Fulfills LER Humanities and domestic diversity requirement
JMC 21001 Principles of Advertising	3		C-	
MATH 11009 Modeling Algebra <i>or</i> MATH 11010 Algebra for Calculus <i>or</i> MATH 14001 Basic Mathematical Concepts I	3-4			Enrollment based on placement tests; fulfills LER Mathematics and Critical Reasoning
SOC 12050 Introduction to Sociology	3			Fulfills LER Social Sciences and domestic diversity
Semester Three: [15-16 Credit Hours]				
ENG 21011 College Writing II	3			Fulfills LER Composition
JMC 28001 Principles of Public Relations	3		C-	
PSYC 11762 General Psychology	3			Fulfills LER Social Sciences
VCD 37000 Visual Design for Media :Advanced	3	■		
LER Basic Sciences	2-3			Visit www.kent.edu/catalog and search "LER" for complete course list
LER Basic Sciences Laboratory	1			
Semester Four: [15 Credit Hours]				
CS 10001 Computer Literacy	3			
ECON 22060 Principles of Microeconomics	3			
JMC 20008 Audience Analysis and Research	3		C-	
JMC 31011 Creative Advertising Strategies	3	■	C-	
LER Additional	3			Not from LER Social Sciences category. Should fulfill global diversity requirement if not satisfied earlier; visit www.kent.edu/catalog and search "LER" and "diversity" for course lists
Semester Five: [15 Credit Hours]				
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
JMC 31002 Advertising Copywriting	3	■	C-	Prerequisite for JMC 40092
JMC 31003 Advertising Media Planning	3	■	C-	Prerequisite for JMC 40092
MKTG 25010 Marketing	3			
Liberal Studies Requirement elective	3			See JMC advisor

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Semester Six: [15 Credit Hours]				
COMM 10000 Fundamentals of Speech <i>or</i> COMM 15000 Introduction to Human Communication <i>or</i> COMM 25863 Business and Professional Communication <i>or</i> COMM 26000 Criticism of Public Discourse	3			
JMC 41003 Advertising Account Management	3	■	C-	
JMC upper-division elective	3	■		
MKTG Elective (upper-division)	3	■		
Liberal Studies Requirement elective	3			See JMC advisor
Summer III: [1 Credit Hours]				
JMC 40092 Internship	1	■	C-	
Semester Seven: [16 Credit Hours]				
ENG 30064 Argumentative Prose Writing <i>or</i> ENG 30065 Expository Prose Writing	3	■		
JMC 40016 Law of Advertising and Public Relations	3	■	C-	
JMC 41005 Advertising Campaigns	3	■	C-	
MKTG Elective (upper-division)	3	■		
Liberal Studies Requirement elective	4			See JMC advisor
Semester Eight: [15 Credit Hours]				
JMC 40010 Ethics and Issues in Mass Communication	3	■	C	Fulfills writing-intensive course requirement
MKTG Elective (upper-division)	3	■		
Liberal Studies Electives (lower or upper division)	9			See JMC advisor

Graduation Requirements Summary

Total Hours	Upper-Division Hours	Liberal Education Requirements Hours	Diversity Course Global / Domestic	Writing-Intensive	Minimum	
					Major GPA	Overall GPA
124	39	36	LER or Elective / HIST 12070	JMC 40010	2.75	2.75

Notes for Advertising Major:

- Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.
- Minimum 80 credit hours must be taken outside the School of Journalism and Mass Communication, with 65 of those hours in liberal studies courses.
- Students must meet the requirements in the catalog to declare a journalism and mass communication major.

Liberal Education Requirements (LER)

Students must complete a minimum 36 credit hours of Liberal Education Requirements. Colleges or degree programs may specify certain courses to fulfill the requirements. Courses in the students' major field will not count toward the completion of any LER. Honors equivalents shall satisfy the LER. None of the courses on the LER list may be taken with a pass/fail grade.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must be come from the LER and cannot be in the student's major. The second course may be taken as a second LER; or within a major or minor; or as a general elective; or, with dean's approval, by completing one semester of study in another country.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Upper-Division Requirement

In general, baccalaureate programs require the successful completion of at least 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.