

**Critical requirements are boldface in shaded areas**

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
<b>Semester One: [16-18 Credit Hours]</b>				
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 course requirement
JMC 20003 Introduction to Mass Communication	3		C-	
US 10097 Destination Kent State: FYE	1			Not required of transfer students with 25 credits
LER Basic Sciences	3			Visit <a href="http://www.kent.edu/catalog">www.kent.edu/catalog</a> and search "LER" for complete course list
LER Mathematics and Critical Reasoning	3-5			Enrollment based on placement tests
<b>Semester Two: [15 Credit Hours]</b>				
<b>Requirements: successfully complete Grammar, Usage and Punctuation Test with minimum 70 percent score</b>				
JMC 20004 Media Writing	3		B-	
COMM 15000 Introduction to Human Communication	3			Fulfills LER Additional
HIST 12071 History of the United States: The Modern Period	3			Fulfills LER Humanities and domestic diversity course requirement
JMC 28001 Principles of Public Relations	3		C-	
POL 10100 American Politics	3			Fulfills LER Social Sciences
<b>Semester Three: [15-16 Credit Hours]</b>				
COMM 30000 Research Methods	3	■		
ENG 21011 College Writing II	3			Fulfills LER Composition
JMC 26001 Newswriting	3		C-	
JMC 38002 Public Relations Case Studies	3	■	C-	
LER Basic Sciences	2-3			Visit <a href="http://www.kent.edu/catalog">www.kent.edu/catalog</a> and search "LER" for complete course list
LER Basic Sciences Laboratory	1			
<b>Semester Four: [16 Credit Hours]</b>				
ACCT 23020 Introduction to Financial Accounting	3			
ECON 22060 Principles of Microeconomics	3			Fulfills LER Social Sciences
JMC 26007 Print Beat Reporting <i>or</i> JMC 26008 Broadcast Beat Reporting	4		C-	
VCD 37000 Visual Design for Media: Advanced	3	■		
LER Fine Arts	3			Should fulfill global diversity requirement; visit <a href="http://www.kent.edu/catalog">www.kent.edu/catalog</a> and search "LER" and "diversity" for course lists
<b>Semester Five: [15 Credit Hours]</b>				
ECON 22061 Principles of Macroeconomics	3			Fulfills LER Additional
JMC 48001 Media Relations and Publicity	3	■	C-	
JMC 48002 Public Relations Tactics	3	■	C-	
MIS 24163 Principles of Management	3			
MKTG 25010 Marketing	3			

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<b>Semester Six: [16 Credit Hours]</b>				
JMC 48006 Public Relations Publications	3	■	C-	
MKTG 45045 Advertising and Promotion Management	3	■		
ENG Elective (upper-division)	3	■		See note 1 below
Liberal Studies Requirement Electives	7			See JMC advisor
<b>Summer III: [1 Credit Hours]</b>				
JMC 40092 Internship	1	■	C-	
<b>Semester Seven: [15 Credit Hours]</b>				
JMC 40016 Law of Advertising and Public Relations	3	■	C-	
JMC 48003 Public Relations Online Tactics	3	■	C-	
MKTG Upper-division Elective	3	■		
Liberal Studies Requirement Electives	6			See JMC advisor
<b>Semester Eight: [15 Credit Hours]</b>				
JMC 40010 Ethics and Issues in Mass Communication	3	■	C	Fulfills writing-intensive course requirement
JMC 48091 Public Relations Campaigns	3	■	C-	
Liberal Studies Requirement Electives	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

**Note 2: ENG elective (3 credit hours), choose from the following:**

ENG 30062 Principle of Technical Writing	3	ENG 30065 Expository Prose Writing	3
ENG 30063 Business and Professional Writing	3	Any ENG upper-division course	3
ENG 30064 Argumentative Prose	3		

**Notes for Public Relations Major:**

- General electives must be taken in the College of Arts and Sciences, the Department of Economics or in survey and non-skill courses in art, architecture, music or theatre.
- Maximum 44 credit hours of JMC coursework is credited toward a degree.
- Minimum 65 credit 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.