

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses and milestones designated as critical (in boldface and shaded areas) must be completed in the semester listed to ensure a timely graduation.

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-	
HIST 12070 History of the United States: The Formative Period	3			Fulfills Kent Core Humanities and domestic diversity requirement
US 10097 Destination Kent State: FYE	1			Not required of transfer students with 25 credits
Kent Core Requirements	9			See Kent Core Summary on page 2
Semester Two: [15-16 Credit Hours]				
Requirements: minimum 2.75 GPA; 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 Kent Core 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 Kent Core Mathematics and Critical Reasoning
SOC 12050 Introduction to Sociology	3			Fulfills Kent Core Social Sciences and domestic diversity
Semester Three: [15-16 Credit Hours]				
JMC 28001 Principles of Public Relations	3		C-	
PSYC 11762 General Psychology	3			Fulfills Kent Core Social Sciences
VCD 37000 Visual Design for Media :Advanced	3	■		
Kent Core Requirements	6			See Kent Core Summary on page 2
Semester Four: [15 Credit Hours]				
CS 10001 Computer Literacy	3			
ECON 22060 Principles of Microeconomics	3			Fulfills Kent Core Additional
JMC 20008 Audience Analysis and Research	3		C-	
JMC 31011 Creative Advertising Strategies	3	■	C-	
Kent Core Requirement	3			See Kent Core Summary on page 2
Semester Five: [15 Credit Hours]				
ECON 22061 Principles of Macroeconomics	3			
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
Semester Six: [15 Credit Hours]				
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			COMM 15000 fulfills Kent Core Additional requirement
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-	



Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
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

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

Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
Additional (6 credit hours) <i>Must be selected from two Kent Core categories</i>	3 credit hours are fulfilled in this major with ECON 22060	3
Basic Sciences (6-7 credit hours) <i>Must include one laboratory</i>		6-7
Composition (6-8 credit hours) <i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>	Enrollment based on placement test	6-8
Humanities and Fine Arts (9 credit hours) <i>Minimum one course from humanities in Arts and Sciences category and minimum one course from fine arts category</i>	6 credit hours are fulfilled in this major with HIST 12070 and 12071. Choose 3 credit hours from Fine Arts.	3
Mathematics and Critical Reasoning (3-5 credit hours)	Fulfilled in this major with MATH 11009, 11010 or 14001	0
Social Sciences (6 credit hours) <i>Must be selected from two curricular areas</i>	Fulfilled in this major with PSYC 11762 and SOC 12050	0

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.

Kent Core

Students must complete a minimum 36 credit hours of the Kent Core. Certain courses required in programs and in student's major field may also fulfill the Kent Core. Honors equivalents shall satisfy the Kent Core. None of the courses on the Kent Core list may be taken with a pass/fail grade. Visit www.kent.edu/catalog/kent-core for course list.

Diversity Course Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the Kent Core. The second course may be taken as a second Kent Core, within a major or minor, or as a general elective; or, with dean's approval, by completing one semester of study in another country. Visit www.kent.edu/catalog/diversity for course list.

Writing-Intensive Course Requirement

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade. Visit www.kent.edu/catalog/wic for course list.

Upper-Division Requirement

Students must complete a minimum 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.