

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]				
HIST 12070 History of the United States: The Formative Period	3			Fulfills Kent Core 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
Kent Core Requirements	9			See Kent Core Summary on page 2
Semester Two: [15 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-	
COMM 15000 Introduction to Human Communication	3			Fulfills Kent Core Additional
HIST 12071 History of the United States: The Modern Period	3			Fulfills Kent Core Humanities and domestic diversity course requirement
JMC 28001 Principles of Public Relations	3		C-	
POL 10100 American Politics	3			Fulfills Kent Core Social Sciences
Semester Three: [15 Credit Hours]				
COMM 30000 Research Methods	3	■		
JMC 26001 Newswriting	3		C-	
JMC 38002 Public Relations Case Studies	3	■	C-	
Kent Core Requirements	6			See Kent Core Summary on page 2
Semester Four: [16 Credit Hours]				
ACCT 23020 Introduction to Financial Accounting	3			
ECON 22060 Principles of Microeconomics	3			Fulfills Kent Core 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	■		
Kent Core Requirements	3			See Kent Core Summary on page 2
Semester Five: [15 Credit Hours]				
ECON 22061 Principles of Macroeconomics	3			Fulfills Kent Core 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			
Semester Six: [16 Credit Hours]				
JMC 48006 Public Relations Publications	3	■	C-	
MKTG 45045 Advertising and Promotion Management	3	■		
ENG Elective (upper-division)	3	■		See note 1 on page 2
Liberal Studies Requirement Electives	7			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: [15 Credit Hours]				
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
Semester Eight: [15 Credit Hours]				
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

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>	Fulfilled in this major with COMM 15000 and ECON 22061	0
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)	Enrollment based on placement test	3-5
Social Sciences (6 credit hours) <i>Must be selected from two curricular areas</i>	Fulfilled in this major with ECON 22060 and POL 10100	0

Note 1: 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:

- Minimum 65 credit 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.

