



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 Div.	Min. Grade	Major GPA	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 Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Kent Core Requirement	3				
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-	■	
JMC 28001 Principles of Public Relations	3		C-	■	
MATH 11009 Modeling Algebra or MATH 11010 Algebra for Calculus or MATH 14001 Basic Mathematical Concepts I	3-4				Enrollment based on placement tests; fulfills Kent Core Mathematics and Critical Reasoning
Semester Three: [15 Credit Hours]					
JMC 21005 Advertising Messaging	3		C-	■	
PSYC 11762 General Psychology	3				Fulfills Kent Core Social Sciences
VCD 14001 Visual Design Literacy	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
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-	■	
VCD 37000 Visual Design for Media :Advanced	3	■			
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 Principles of Marketing	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Six: [15 Credit Hours]					
COMM 15000 Introduction to Human Communication or COMM 25863 Business and Professional Communication or COMM 26000 Criticism of Public Discourse	3				COMM 15000 fulfills Kent Core Additional requirement
JMC 41003 Advertising Account Management	3	■	C-	■	
LIS 30010 Information Fluency in the Workplace and Beyond	3	■			
SOC 12050 Introduction to Sociology	3				Fulfills Kent Core Social Sciences and domestic diversity
MKTG Elective (upper-division)	3	■			
Summer III: [1 Credit Hours]					
JMC 40092 Internship	1	■	S	■	

Critical requirements are boldface in shaded areas.

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	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 electives (lower or upper division)	4				See note 1 on page 3
Semester Eight: [16-17 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)	9-10				See note 1 on page 3
General elective	1				Number of credits required depends on meeting minimum 124 credit hours and minimum 39 upper-division credit hours.

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
Composition (6-8 credit hours) <i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>	Enrollment based on placement test	6-8
Mathematics and Critical Reasoning (3-5 credit hours)	Fulfilled in this major with MATH 11009, 11010 or 14001	0
Humanities and Fine Arts (9 credit hours) <i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i>	6 credit hours are fulfilled in this major with HIST 12070 and 12071. Choose 3 credit hours from Fine Arts.	3
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
Basic Sciences (6-7 credit hours) <i>Must include one laboratory</i>		6-7
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

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.



Note 1: Liberal Studies Electives (13 credit hours) choose from the following: the specific courses that are list below and *all courses with these designations count toward the Liberal Studies Requirement: AMST; ANTH; ARAB; ARTH; AS; ASL; BSCI; BTEC; CACM; CHEM; CHIN; CLAS; CLS; ECON; ENG; EXPRe; FR; GEOG; GEOL; GER; GRE; HEBR; HIST; HONR; HRTG; IAKM; ITAL; JAPN; LAT; LIS; MATH; MCLS; PAS; PHIL; PHY; POL; PORT; PSYC; RUSS; SOC; SPAN; WMST.*

Architecture (ARCH)

10001 Understanding Architecture	3
10011 Survey of Architectural History I	3
10012 Survey of Architectural History II	3
10111 History of Architecture I	3
20201 Beyond Western Architecture	3
45210 Renaissance Architecture	3
45211 Baroque Architecture	3
45220 American Architecture: Colonial to 1900	3
46263 Modern Architecture	3

Communication Studies (COMM)

15000 Introduction to Human Communication	3
21000 Communication Grammar Review	1
25902 Communication Theory	3
26000 Criticism of Public Discourse	3
26001 Public Communication in Society	3
30000 Communication Research Methods	3
35852 Intercultural Communication	3
35912 Gender and Communication	3
45006 Media Use and Effects	3
45007 Freedom of Speech	3
45091 Seminar in Communication Studies	1-4

Computer Science (CS)

10001 Computer Literacy	3
33006 Social and Ethical Issues in Computing	3

Cultural Foundations (CULT)

29535 Education in a Democratic Society	3
---	---

Dance (DAN) no technique courses

27076 Dance as an Art Form	3
----------------------------	---

Entrepreneurship (ENTR)

27056 Introduction to Entrepreneurship	3
--	---

Fashion Design and Merchandising (FDM)

20013 History of Costume	3
30013 Fashion and Pop Culture	3

Gerontology (GERO)

14029 Introduction to Gerontology	3
30656 Psychology of Aging	3

Human Development and Family Studies (HDFS)

24011 Interpersonal Relationships and Families	3
24013 Early Adolescence	3

Health Education (HED)

32544 Human Sexuality	3
-----------------------	---

Justice Studies (JUS)

12000 Introduction to Justice Studies	3
26704 Issues in Law and Society	3
33300 Development of Justice in America	3
33400 Crime and Justice in Popular Culture	3

Management and Information Systems (MIS)

24053 Introduction to Computer Applications	3
---	---

Music (MUS) no technique course

20295 ST: Survey of Rock and Roll	3
22111 The Understanding of Music	3
22121 Music as a World Phenomenon	3
22131 Survey of Rock Music History	3
40295 ST: Roots of Rock	3
42111 African Music and Cultures	3
42131 America's Music	3
43141 Folk and Traditional Music of Western Continents	3
42151 Asian Musics	3
42161 History of Jazz	3

Nutrition and Dietetics (NUTR)

23511 Science of Human Nutrition	3
----------------------------------	---

Physical Education-Professional (PEP)

25059 Sport in Society	3
------------------------	---

Public Health (PH)

10001 Introduction to Public Health	3
10002 Introduction to Global Health	3
20001 Essentials of Epidemiology	3
20005 Social and Behavioral Science Theories in Public Health	3
20006 Environmental Health Sciences	3
30002 Introductory Biostatistics	3
44000 Health Disparities	3

Recreation, Park and Tourism Management (RPTM)

16000 Foundations of Recreation and Leisure	3
26001 Introduction to Community Inclusion of Individuals with Disabilities	3
26010 Community Development and Recreation	3
36085 Leisure and Culture	3

Sport Administration (SPAD)

25059 Sport in Society	3
35021 Governance in Sport	3
45024 Sport in Global Perspective	3
45026 Sport and the Media	3

Special Education (SPED)

23000 Introduction to Exceptionalities	3
--	---

Theatre (THEA) no technique courses

11000 The Art of the Theatre	3
31112 History of Theatre and Drama I	3
31113 History of Theatre and Drama II	3

Visual Communication Design (VCD)

14001 Visual Design Literacy	3
------------------------------	---