

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] | | | | | |
| 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 Requirement | 3 | | | | See Kent Core Summary on page 2 |
| Kent Core Requirement | 3 | | | | |
| Kent Core Requirement | 3 | | | | |
| 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 20006 Multimedia Techniques | 3 | | C- | | |
| JMC 28001 Principles of Public Relations | 3 | | C- | ■ | |
| 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 Requirement | 3 | | | | See Kent Core Summary on page 2 |
| Kent Core Requirement | 3 | | | | |
| 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 or JMC 26008 Broadcast Beat Reporting | 4 | | C- | ■ | |
| POL 10100 American Politics | 3 | | | | Fulfills Kent Core Social Sciences |
| Kent Core Requirement | 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 Principles of Marketing | 3 | | | | |
| Semester Six: [16 Credit Hours] | | | | | |
| JMC 48006 Public Relations Publications | 3 | ■ | C- | ■ | |
| MKTG 45045 Advertising and Promotion Management | 3 | ■ | | | |
| VCD 14001 Visual Design Literacy | 3 | | | | |
| ENG Elective (upper-division) | 3 | ■ | | | |
| Liberal Studies Requirement Electives | 4 | | | | See note 2 on page 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: [15 Credit Hours] | | | | | |
| JMC 40016 Law of Advertising and Public Relations | 3 | ■ | C- | ■ | |
| JMC 48003 Public Relations Online Tactics | 3 | ■ | C- | ■ | |
| LIS 30010 Information Fluency in the Workplace and Beyond | 3 | ■ | | | |
| MKTG Upper-division Elective | 3 | ■ | | | |
| Liberal Studies Requirement Electives | 3 | | | | See note 2 on page 3 |
| 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 note 2 on page 3; number of credits required depends on meeting minimum 124 credit hours and 39 upper-division 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) | Enrollment based on placement test | 3-5 |
| 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 ECON 22060 and POL 10100 | 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> | Fulfilled in this major with COMM 15000 and ECON 22061 | 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.

Note 2: Liberal Studies Electives (16 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; EXPR; 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)

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|---|---|
| 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)

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|---|-----|
| 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)

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

Cultural Foundations (CULT)

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| 29535 Education in a Democratic Society | 3 |
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Dance (DAN) no technique classes

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| 27076 Dance as an Art Form | 3 |
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Entrepreneurship (ENTR)

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| 27056 Introduction to Entrepreneurship | 3 |
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Fashion Design and Merchandising (FDM)

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| 20013 History of Costume | 3 |
| 30013 Fashion and Pop Culture | 3 |

Gerontology (GERO)

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| 14029 Introduction to Gerontology | 3 |
| 30656 Psychology of Aging | 3 |

Human Development and Family Studies (HDFS)

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| 24011 Interpersonal Relationships and Families | 3 |
| 24013 Early Adolescence | 3 |

Health Education (HED)

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| 32544 Human Sexuality | 3 |
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Justice Studies (JUS)

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| 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)

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|---|---|
| 24053 Introduction to Computer Applications | 3 |
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Music (MUS) no technique classes

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| 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)

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| 23511 Science of Human Nutrition | 3 |
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Physical Education-Professional (PEP)

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| 25059 Sport in Society | 3 |
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Public Health (PH)

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| 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)

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| 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)

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| 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)

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|--|---|
| 23000 Introduction to Exceptionalities | 3 |
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Theatre (THEA) no technique classes

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| 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)

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| 14001 Visual Design Literacy | 3 |
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