



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
<b>Semester One: [16-17 Credit Hours]</b>					
HIST 12070 History of the United States: The Formative Period	3				Fulfills Kent Core Humanities and domestic diversity requirement
JMC 20003 Introduction to Mass Communication	3		C-	■	See note 1 on page 2
MATH 11009 Modeling Algebra (4) or MATH 11010 Algebra for Calculus (3)	3-4				Enrollment based on placement tests; fulfills Kent Core Mathematics and Critical Reasoning
US 10097 Destination Kent State: First Year Experience	1				Not required of transfer students with 25 credits
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
<b>Semester Two: [15 Credit Hours]</b>					
<b>JMC 20004 Media Writing</b>	<b>3</b>		<b>C-</b>	<b>■</b>	
HIST 12071 History of the United States: The Modern Period	3				Fulfills Kent Core Humanities and domestic diversity requirement
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Kent Core Requirement	3				
<b>Semester Three: [14 Credit Hours]</b>					
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Social Sciences
JMC 21001 Principles of Advertising	3		C-	■	
JMC 22002 Videography Basics	1		C-	■	
Kent Core Requirement	3				See Kent Core Summary on page 2
General Electives (upper division)	4	■			See note 2 on page 2
<b>Semester Four: [17 Credit Hours]</b>					
JMC 20008 Audience Analysis and Research	3		C-	■	
JMC 23031 Basic Audio Production	3		C-	■	
JMC 30004 Writing for Electronic Media	2	■	C-	■	
JMC 30034 Programming for Electronic Media	3	■	C-	■	
MKTG 25010 Principles of Marketing	3				
Non-JMC General Elective	3				
<b>Semester Five: [15 Credit Hours]</b>					
<b>Requirement: minimum 2.750 major and cumulative GPA</b>					
COMM 15000 Introduction to Human Communication	3				Fulfills Kent Core Additional
ECON 22061 Principles of Macroeconomics	3				
JMC 34038 Media Sales and Sales Management	3	■	C-	■	
JMC 44045 Promotions for Electronic Media	3	■	C-	■	
MIS 24163 Principles of Management	3				
<b>Semester Six: [15 Credit Hours]</b>					
ENG 30064 Argumentative Prose or ENG 30065 Expository Prose Writing or ENG 30066 Writing in the Public Sphere	3	■			
JMC 41004 Broadcast Copywriting	3	■	C-	■	
VCD 14001 Visual Design Literacy	3				
Non-JMC General Electives	6				
<b>Summer III: [1 Credit Hours]</b>					
JMC 40092 Internship	1	■	S	■	Fulfills experiential learning requirement



**Critical requirements are boldface in shaded areas**

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
<b>Semester Seven: [15 Credit Hours]</b>					
JMC 40006 Law of Mass Communication	3	■	C-	■	
JMC 40015 Media Management	3	■	C-	■	
LIS 10010 Information Fluency <i>or</i> LIS 30010 Information Fluency in the Workplace and Beyond	3				
Non-JMC General Electives	6				
<b>Semester Eight: [16 Credit Hours]</b>					
JMC 40010 Ethics and Issues in Mass Communication	3	■	C	■	Fulfills writing-intensive course requirement; see note 3 below
JMC Elective (upper-division)	3	■	C-	■	
General Electives (6 hours Non-JMC, 5 hours upper division)	10	■			Number of credits required depends on meeting minimum 124 credit hours and 39 upper-division credit hours; see note 2 below

**Graduation Requirements Summary**

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Kent Core Hours	Global / Domestic Diversity Course	Writing-Intensive	Experiential Learning	Minimum Major GPA	Minimum Overall GPA
124	39	36	Kent Core or Elective / HIST 12070	JMC 40010	JMC 40092	2.750	2.750

**Kent Core Summary**

Kent Core Categories	Important Notes	Remaining Credit Hours
<b>Composition (6-8 credit hours)</b> <i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>	Enrollment based on placement test	6-8
<b>Mathematics and Critical Reasoning (3-5 credit hours)</b>	3-4 credit hours fulfilled in this major with MATH 11009 or 11010	0
<b>Humanities and Fine Arts (9 credit hours)</b> <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
<b>Social Sciences (6 credit hours)</b> <i>Must be selected from two curricular areas</i>	3 credit hours are fulfilled in this major with ECON 22060	3
<b>Basic Sciences (6-7 credit hours)</b> <i>Must include one laboratory</i>		6-7
<b>Additional (6 credit hours)</b>	Fulfilled in this major with ECON 22061 and COMM 15000	0

**Note 1:** Students who successfully complete JMC 20001 prior to declaring a JMC major may use it as a substitute for JMC 20003

**Note 2:** Any JMC course taken is calculated in the major GPA. Minimum 72 credit hours must be taken outside JMC.

**Note 3:** A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.

**Special Major Note:**

Students who pass 15 credits of non-remedial academic coursework each fall and spring semester and the 1-credit First Year Experience course will accumulate 121 credits in four years. This major requires 124 credits for graduation. Students can stay on track for graduation by:

- Declaring their major as freshmen and completing all courses in sequence (bear in mind that switching majors may cause a delay in graduation);
- Prioritizing required courses above electives;
- Meeting regularly with their academic advisors to stay on track;
- Passing each required course the first time attempted and maintaining the minimal GPA for the major;
- Successfully completing more than 15 credit hours of relevant coursework (field-based work, internship) during academic semesters; and/or
- Completing relevant coursework (field-based work, internship) during summer sessions.

**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](http://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](http://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 (2.000) grade. Visit [www.kent.edu/catalog/wic](http://www.kent.edu/catalog/wic) for course list.

**Experiential Learning Requirement**

To provide students with direct engagement in learning experiences that promote academic relevance, meaning and an understanding of real-world issues, students must complete this requirement at Kent State, either as a for-credit course or as a non-credit, non-course experience approved by the appropriate faculty member. Visit [www.kent.edu/catalog/elr](http://www.kent.edu/catalog/elr) 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.

