

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

Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Type	Term Taken
Semester One [16 Credits]							
	COMM 15000 Introduction to Human Communication	3				KAD	
	JMC 20001 Media, Power and Culture	3		C-	■	DD/KSS	
	HIST 12070 History of the United States: The Formative Period	3				DD/KHU	
	US 10097 Destination Kent State: First Year Experience ¹	1					
	Kent Core Requirement	3					
	Kent Core Requirement	3					
Semester Two [15 Credits]							
!	JMC 20004 Media Writing	3		C-	■		
	HIST 12071 History of the United States: The Modern Period	3				DD/KHU	
	JMC 21001 Principles of Advertising	3		C-	■		
	JMC 28001 Principles of Public Relations	3		C-	■		
	MATH Requirement ²	3-4				KMC	
Semester Three [15 Credits]							
Minimum 2.7000 major GPA and 2.000 cumulative GPA							
	JMC 21005 Advertising Messaging	3		C-	■		
	PSYC 11762 General Psychology	3				DD/KSS	
	VCD 14001 Visual Design Literacy	3					
	Kent Core Requirement	3					
	Kent Core Requirement	3					
Semester Four [15 Credits]							
Minimum 2.7000 major GPA and 2.000 cumulative GPA							
	CS 10001 Computer Literacy ³	3					
	ECON 22060 Principles of Microeconomics	3				KSS	
	JMC 20008 Audience Analysis and Research	3		C-	■		
	JMC 31011 Creative Advertising Strategies	3	■	C-	■		
	VCD 37000 Visual Design for Media: Advanced ⁴	3	■				
Semester Five [15 Credits]							
Minimum 2.7000 major GPA and 2.000 cumulative GPA							
	ECON 22061 Principles of Macroeconomics	3				KSS	
	JMC 31002 Advertising Copywriting	3	■	C	■	WIC	
	JMC 31003 Advertising Media Planning	3	■	C-	■		
	MKTG 25010 Principles of Marketing	3					
	General Electives ⁵	3					
Semester Six [15 Credits]							
	JMC 41003 Advertising Account Management	3	■	C-	■		
	LIS 10010 Information Fluency or LIS 30010 Information Fluency in the Workplace and Beyond	3					
	SOC 12050 Introduction to Sociology	3				DD/KSS	
	Upper-division MKTG Electives	3	■				
	Kent Core Requirement	3					
Semester Summer III [2 Credits]							
	JMC 40092 Internship	2	■	S	■	ELR	
Semester Seven [15 Credits]							
	ENG Requirement ⁶	3	■				
	JMC 40016 Law of Advertising and Public Relations	3	■	C-	■		
	JMC 41005 Advertising Campaigns	3	■	C-	■		
	Upper-division MKTG Electives	3	■				
	General Electives (upper division) ⁵	3	■				
Semester Eight [16 Credits]							
	JMC 40011 Ethical Issues in Integrated Communication	1	■	C-	■		
	Upper-division MKTG Electives	3	■				
	General Electives (11 credit hours outside of discipline) ⁵	12					

Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
124	39	36	2.700	2.000

1. US 10097 is not required of transfer students with 25 credits or students age 21+ at time of admission.
2. Math Requirement (3-4 credit hours); all math courses listed fulfill the Kent Core Mathematics and Critical Reasoning requirement

Choose from the following:	
MATH 10041 Introductory Statistics (4)	MATH 11008 Explorations in Modern Mathematics (3)
MATH 11009 Modeling Algebra (4)	MATH 11010 Algebra for Calculus (3)
MATH 14001 Basic Mathematical Concepts I (4)	

3. Students may substitute MIS 24053, CS 10051, CS 10061 or COMT 11000 for CS 10001.
4. Students who successfully complete VCD 13001 may use it as a substitute for VCD 37000.
5. Any JMC course taken is calculated in the major GPA.

Students must complete minimum 72 credit hours outside the journalism and mass communication discipline per the Accrediting Council on Education in Journalism and Mass Communication. The following courses are considered within the discipline and cannot be used toward the 72-hour requirement.

COMM 20000 Foundations of Communication	VCD 34006 Motion Design
COMM 21008 Social Media Strategies	VCD 37000 Visual Design for Media: Advanced
COMM 25863 Business and Professional Communication	VCD 38001 Photographics
COMM 25902 Communication Theory	VCD 38003 Photo Technology
COMM 26001 Public Communication in Society	VCD 38004 Advanced Photography
COMM 26501 Introduction to Health Communication	VCD 38009 Internship Seminar: Photo Illustration
COMM 30000 Communication Research Methods	VCD 40025 Professional Portfolio
COMM 35860 Interviewing	VCD 40052 Graphic Design - Travel and Field Experience
COMM 41000 Sports Communication	VCD 40053 Graphic Design Studio - Glyphix
COMM 42000 Media, War and Propaganda	VCD 40092 Internship I - Graphic Design/Illustration
COMM 43000 Communication Technology and Human Interaction	VCD 40095 Special Topics: Graphic Design/Illustration
COMM 45006 Media Use and Effects	VCD 40096 Individual Investigation in Graphic Design and Illustration
COMM 45007 Freedom of Speech	VCD 40192 Internship II - Graphic Design/Illustration
COMM 45092 Internship in Communication Studies	VCD 40193 Variable Title Workshop in VCD
COMM 45093 Variable Title Workshop in Communication	VCD 40195 Selected Topics: Graphic Design/Illustration
COMM 45095 Special Topics in Communication Studies	VCD 42000 Advanced Illustration: Media
COMM 45196 Independent Study: Communication Studies	VCD 42002 Editorial Illustration
COMM 45902 Communication and Influence	VCD 42003 Advertising Illustration
COMM 46091 Senior Seminar	VCD 43000 Studio Production
COMM 46092 Practicum in Applied Communication	VCD 43001 Interactive Design: Communities and Culture
COMM 46503 Health Communication and Media	VCD 43002 Typographic/Photographic Graphic Design
JMC xxxxx (any course with the subject JMC)	VCD 43003 Corporate Identity/Graphic Design
VCD 13000 Introduction to Visual Communication Design	VCD 43004 Issues for Graphic Design Businesses
VCD 13001 Introduction to Visual Communication Design Studio	VCD 43005 Packaging, Promotion and Retail Environments
VCD 14001 Visual Design Literacy	VCD 43006 Environmental Graphic Design
VCD 14002 Communicating with Color	VCD 43007 Information Graphics
VCD 20000 Basic Computer-Graphic Design and Illustration	VCD 43008 Branded Identity
VCD 20010 Introduction to Design Research	VCD 43051 Type High Press
VCD 23000 Intermediate Studio Skills: Graphic Design/Illustration	VCD 45000 Graphic Design Perspectives
VCD 28000 Photography	VCD 46000 Web Design and Programming I
VCD 28002 Photography II	VCD 46001 Web Design and Programming II
VCD 28004 Photographic Perspectives	VCD 46003 Advanced Typography
VCD 32000 Illustration I	VCD 46053 Web Design and Programming Studio
VCD 32001 Illustration II	VCD 48005 Color Photography
VCD 33000 Graphic Design I	VCD 48007 Photo Illustration Techniques
VCD 33001 Graphic Design II	VCD 48092 Practicum in Photography
VCD 34004 Visual Ethics	VCD 49198 Senior Research Paper: Graphic Design/Illustration
VCD 34005 Introduction to 3D Graphic Design	VCD 49199 Senior Capstone

6. English Requirement (3 credit hours)

Choose from the following	
ENG 30064 Argumentative Prose Writing (3)	ENG 30065 Expository Prose Writing (3)
ENG 30066 Writing in the Public Sphere (3)	

Special Major Note:

Students who pass 15 credits of non-remedial academic coursework each fall and spring semester will accumulate 120 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.

University Requirements Summary

Type	Categories	Course(s) Satisfying Category	Remaining Requirements
KCM	Kent Core I. Composition Enrollment based on placement test	visit www.kent.edu/catalog/kent-core	6
KMC	Kent Core II. Mathematics and Critical Reasoning Enrollment based on placement test	MATH 10041, 11008, 11009, 11010 or 14001	fulfilled
KHU	Kent Core III. Humanities Minimum one course from humanities in Arts and Sciences; may fulfill diversity requirement	HIST 12070	fulfilled
KFA	Kent Core IV. Fine Arts Minimum one course from the fine arts; may fulfill diversity requirement	visit www.kent.edu/catalog/kent-core	3
KFH	Kent Core V. Humanities or Fine Arts One additional course from either the humanities or fine arts category, may fulfill diversity requirement.	HIST 12071	fulfilled
KSS	Kent Core VI. Social Sciences Must be selected from two curricular areas; may fulfill diversity requirement	SOC 12050, ECON 22060	fulfilled
KBS	Kent Core VII. Basic Sciences Must include one laboratory	visit www.kent.edu/catalog/kent-core	6
KAD	Kent Core VIII. Additional May fulfill diversity requirement	COMM 15000, ECON 22061, PSYC 11762	fulfilled
DD	Domestic Diversity Course Requirement Either domestic or global diversity must be from Kent Core	SOC 12050	fulfilled
DG	Global Diversity Course Requirement Either domestic or global diversity must be from Kent Core	visit www.kent.edu/catalog/diversity	one course
ELR	Experiential Learning Requirement Either course or non-course experience approved by the appropriate faculty member	JMC 40092	fulfilled
WIC	Writing-Intensive Course Requirement Minimum C (2.000) grade	JMC 31002	fulfilled