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	Min. Grade	Major GPA	Attribute	Notes
Semester One [16 Credits]						
	COMM 15000 Introduction to Human Communication	3			KAD	
	HIST 12070 Early America: From Pre-Colonization to Civil War and Reconstruction	3			DD/KHU	
	JMC 20001 Media, Power and Culture [1]	3	C-	■	DD/KSS	
	JMC 21001 Principles of Advertising	3	C-	■		
	UC 10097 Destination Kent State: First Year Experience [2]	1				
	Kent Core Requirement	3				
Semester Two [15 Credits]						
	COMM 21000 Communication Grammar Review	1	C-			
	HIST 12071 Modern America: From Industrialization to Globalization	3			DD/KHU	
	JMC 20006 Multimedia Techniques	3	C-	■		
	JMC 21004 Advertising and Public Relations Industry Tools	1	C-	■		
	MATH 10041 Introductory Statistics	4			KMC	
	Kent Core Requirement	3				
Semester Three [15 Credits]						
	JMC 20004 Advertising Writing and Storytelling	3	C-	■		
	JMC 20008 Research and Measurement in Advertising and Public Relations	3	C-	■		
	PSYC 11762 General Psychology or SOC 12050 Introduction to Sociology	3			DD/KSS	
	VCD 14001 Visual Design Literacy	3				
	Kent Core Requirement	3				
Semester Four [15 Credits]						
	ECON 22060 Principles of Microeconomics	3			KSS	
	JMC 21005 Advertising Messaging and Communication	3	C-	■		
	JMC 31011 Advertising Strategy Development	3	C-	■		
	PSYC 11762 General Psychology or SOC 12050 Introduction to Sociology	3			DD/KSS	
	VCD 37000 Visual Design for Media: Advanced [3]	3				
Semester Five [14 Credits]						
	ANTH 18210 Introduction to Cultural Anthropology	3			KSS/DG	
	JMC 31003 Advertising Media Planning (3) or JMC 31004 Digital Advertising (3)	3	C-	■		
	JMC 31007 Digital Analytics in Advertising and PR	2	C-	■		
	MKTG 25010 Principles of Marketing	3				
	Kent Core Requirement	3				
Semester Six [15 Credits]						
	ENG 30063 Professional Writing	3				
	JMC 31002 Advertising Copywriting	3	C [4]	■	WIC	
	JMC 31003 Advertising Media Planning (3) or JMC 31004 Digital Advertising (3)	3	C-	■		
	Political Science Elective [5]	3				
	Kent Core Requirement	3				
Semester Summer III [2 Credits]						
	JMC 40092 Internship	2	S	■	ELR	
Semester Seven [13-15 Credits]						
	ACCT 23020 Introduction to Financial Accounting or ENTR 27056 Introduction to Entrepreneurship	3				
	COMM 35600 Communication in Small Groups and Teams	3				
	JMC 40011 Ethical Issues in Integrated Communication (1) or JMC 41005 Advertising Campaigns (3) or JMC 40016 Law of Advertising and Public Relations (3)	1-3	C-	■		
	SOC 22100 Sociological Analysis	3				
	JMC Elective [6]	3	C-	■		
Semester Eight [16-18 Credits]						
	JMC 40011 Ethical Issues in Integrated Communication (1) or JMC 41005 Advertising Campaigns (3) or JMC 40016 Law of Advertising and Public Relations (3)	4-6	C-	■		
	LIS 30010 Information Fluency in the Workplace and Beyond	3				
	General Electives [7]	9				

Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours 30000 – 40000 level course	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
123	39	36	2.700	2.000

1. Students may substitute JMC 20003 Introduction to Mass Communication for JMC 20001. JMC 20003 does not fulfill a Kent Core or Diversity requirement.
2. UC 10097 is not required of transfer students with 25 credits (excluding College Credit Plus) or students age 21+ at time of admission
3. Students who successfully complete VCD 13001 may use it as a substitute for VCD 37000.
4. Minimum grade of C (2.000) must be earned to fulfill the writing intensive requirement. If course is not being used to fulfill the writing-intensive requirement, a minimum grade of C- (1.700) must be earned.
5. Political Science Elective (3 credit hours)

Choose from the following	
POL 10004 Comparative Politics (3) (DG/KSS)	POL 10100 American Politics (3) (DD/KSS)
POL 10300 Public Policy (3)	POL 10500 World Politics (3) (DG/KSS)

6. JMC Elective (3 credit hours)

Choose from the following	
JMC 41075 Political Advertising (3)	JMC 41080 Activation Advertising (3)
JMC 41150 Global Advertising and Public Relations (3)	JMC 41192 Practicum in Advertising and Public Relations (3) (ELR)

7. All general electives must be outside the JMC discipline. The number of credits required depends on meeting minimum 123 credit hours and 39 upper division hours.

Progression Requirements:

Students must maintain a 2.700 major GPA and a 2.000 overall GPA in order to continue taking JMC courses. Failure to do so will result in not being permitted to enroll in JMC courses. In addition, no grade lower than a C- (1.700) in a JMC course will be counted toward graduation or as a prerequisite for a subsequent class.

Notes:

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 Communications. 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 38007 Photo Illustration Techniques
COMM 26001 Public Communication in Society	VCD 38009 Internship Seminar: Photo Illustration
COMM 26501 Introduction to Health Communication	VCD 38011 Editorial Photography
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/Photo-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 14002 Communicating with Color	VCD 43006 Environmental Graphic Design
VCD 18000 Photography	VCD 43007 Information Graphics
VCD 18002 Photography II	VCD 43008 Branded Identity
VCD 20000 Basic Computer-Graphic Design and Illustration	VCD 43051 Type High Press
VCD 20010 Introduction to Design Research	VCD 45000 Graphic Design Perspectives
VCD 23000 Intermediate Studio Skills: Graphic Design/Illustration	VCD 46000 Web Design and Programming I
VCD 28001 Advanced Photography	VCD 46001 Web Design and Programming II
VCD 28003 Photo Technology	VCD 46003 Advanced Typography
VCD 28004 Photographic Perspectives	VCD 46053 Web Design and Programming Studio
VCD 28005 Color Photography	VCD 48001 Photographic Project
VCD 28007 Advanced Digital Imaging	VCD 48002 Advanced Photographic Project
VCD 32000 Illustration I	VCD 48003 Professional Portfolio – Photo Illustration
VCD 32001 Illustration II	VCD 48009 Fashion Photography
VCD 33000 Graphic Design I	VCD 48092 Practicum in Photography
VCD 33001 Graphic Design II	VCD 49198 Senior Research Paper: Graphic Design/Illustration
VCD 34004 Visual Ethics	VCD 49199 Senior Capstone
VCD 34005 Introduction to 3D Graphic Design	

All transfer course with a subject and number designator of TRAN, KAPS, COMM, JMC or VCD XXXXX will not count toward the 72-hour requirement automatically, nor will Kent State coursework with a subject designator of CCI. Prior Kent State coursework with the subject designator of JOUR will also not count toward the 72-hour requirement. Students must meet with their academic advisor for further evaluation of their coursework for applicability to this requirement.

University Requirements: Bachelor's degree-seeking students must meet Kent Core (general education requirements), diversity, writing-intensive and experiential learning requirements. For more information about these requirements, please read the following sections in the University Catalog: Kent Core – www.kent.edu/catalog/kent-core; Diversity Course Requirement – www.kent.edu/catalog/diversity; Writing-Intensive Course Requirement – www.kent.edu/catalog/wic; Experiential Learning Requirement – www.kent.edu/catalog/elr.

Attribute Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts: **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive