



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 Division	Min. Grade	Important Notes
Semester One: [16-17 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-	
MATH 11009 Modeling Algebra (4) <i>or</i> MATH 11010 Algebra for Calculus (3)	3-4			Enrollment based on placement tests; fulfills Kent Core Mathematics/Critical Reasoning
US 10097 Destination Kent State: FYE	1			Not required of transfer students with 25 credits
Kent Core Requirements	6			See Kent Core Summary on page 2
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-	
HIST 12071 History of the United States: The Modern Period	3			Fulfills Kent Core Humanities; fulfills domestic diversity requirement
Kent Core Requirements	9			See Kent Core Summary on page 2
Semester Three: [14 Credit Hours]				
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 Requirements	6			See Kent Core Summary on page 2
General elective	1			Recommended: JMC 22003
Semester Four: [17 Credit Hours]				
JMC 20008 Audience Analysis and Research	3		C-	
JMC 23031 Basic Electronic Media Audio Production	3		C-	
JMC 30004 Writing for Electronic Media	2	■	C-	
JMC 30034 Programming for Electronic Media	3	■	C-	
MKTG 25010 Marketing	3			
Liberal Studies Requirement elective	3			See JMC advisor
Semester Five: [15 Credit Hours]				
ECON 22061 Principles of Macroeconomics	3			Fulfills Kent Core Additional
JMC 34038 Media Sales and Sales Management	3	■	C-	
JMC 34050 Promotions for Electronic Media	3	■	C-	
MIS 24163 Principles of Management	3			
Liberal Studies Requirement Elective	3			See JMC advisor
Semester Six: [15 Credit Hours]				
ENG 30064 Argumentative Prose <i>or</i> ENG 30065 Expository Prose Writing	3	■		
JMC 41004 Broadcast Copywriting	3	■	C-	
Liberal Studies Requirement Electives (upper- or lower- division)	9			See JMC advisor for approved list of courses
Summer III: [1 Credit Hours]				
JMC 40192 Internship in Radio/Television	1	■	C-	



Critical requirements are boldface in shaded areas

Course Subject and Title	Credit Hours	Upper Division	Min. Grade	Important Notes
Semester Seven: [15 Credit Hours]				
JMC 40006 Law of Mass Communication	3	■	C-	
JMC 40015 Media Management	3	■	C-	
Liberal Studies Requirement Electives (upper-division)	6	■		See JMC advisor
Non-JMC General Elective (lower or upper division)	3			
Semester Eight: [16 Credit Hours]				
JMC 40010 Ethics and Issues in Mass Communication	3	■	C	Fulfills writing-intensive course requirement
JMC Elective (upper-division)	3	■		
Liberal Studies Requirement Elective (upper-division)	3	■		See JMC advisor
Liberal Studies Requirement Elective (upper- or lower-division)	3			
Non-JMC General Elective (lower or upper division)	4			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	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
Additional (6 credit hours) <i>Must be selected from two Kent Core categories</i>	3 credit hours are fulfilled in this major with ECON 22061	3
Basic Sciences (6-7 credit hours) <i>Must include one laboratory</i>		6-7
Composition (6-8 credit hours) <i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>	Enrollment based on placement test	6-8
Humanities and Fine Arts (9 credit hours) <i>Minimum one course from humanities in Arts and Sciences category and minimum one course from fine arts category</i>	6 credit hours are fulfilled in this major with HIST 12070 and 12071. Choose 3 credit hours from Fine Arts.	3
Mathematics and Critical Reasoning (3-5 credit hours)	3-4 credit hours fulfilled in this major with MATH 11009 or 11010	0
Social Sciences (6 credit hours) <i>Must be selected from two curricular areas</i>	3 credit hours are fulfilled in this major with ECON 22060	3

Notes for Electronic Media 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.

