



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-	■	
JMC 20006 Multimedia Techniques	3		C-	■	
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				
Semester Two: [16 Credit Hours]					
Requirement: minimum 2.750 GPA					
JMC 26000 Grammar for Journalists	1		C-	■	
JMC 26001 Newswriting	3		C-	■	
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 28001 Principles of Public Relations	3		C-	■	
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Three: [15 Credit Hours]					
COMM 30000 Communication Research Methods	3	■			
JMC 26005 Multimedia Storytelling	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]					
Requirement: minimum 2.750 major and cumulative GPA					
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Additional
JMC 48001 Media Relations and Publicity	3	■	C	■	Fulfills writing-intensive course requirement
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	■			See note 1 on page 2
Liberal Studies Requirement Electives	4				See note 2 on page 3
Summer III: [1 Credit Hours]					
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
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: [14 Credit Hours]					
JMC 40011 Ethical Issues in Integrated Communication	1	■	C-	■	
JMC 48091 Seminar Public Relations Campaigns	3	■	C-	■	
Liberal Studies Requirement Electives (at least 1 credit hour must be upper-division)	10				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	Global / Domestic Diversity Course	Writing-Intensive	Experiential Learning	Minimum Major GPA	Minimum Overall GPA
124	39	36	Kent Core or Elective/ HIST 12070	JMC 48001	JMC 40092	2.750	2.750

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

Notes for Public Relations Major:

- 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.

Note 1: ENG elective (3 credit hours), choose from the following:

ENG 30062 Principles of Technical Writing	3	ENG 30065 Expository Prose Writing	3
ENG 30063 Business and Professional Writing	3	ENG 30066 Writing in the Public Sphere	3
ENG 30064 Argumentative Prose	3	Any ENG upper-division course	3



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)

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)

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)

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

Cultural Foundations (CULT)

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

27076 Dance as an Art Form	3
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Entrepreneurship (ENTR)

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

20013 History of Costume	3
30013 Fashion and Pop Culture	3

Gerontology (GERO)

14029 Introduction to Gerontology	3
30656 Psychology of Aging	3

Human Development and Family Studies (HDFS)

24011 Interpersonal Relationships and Families	3
24013 Early Adolescence	3

Health Education (HED)

32544 Human Sexuality	3
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Justice Studies (JUS)

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)

24053 Introduction to Computer Applications	3
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Music (MUS) no technique courses

22111 The Understanding of Music	3
22121 Music as a World Phenomenon	3
22131 Survey of Rock Music History	3
42101 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)

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

25059 Sport in Society	3
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Public Health (PH)

10001 Introduction to Public Health	3
10002 Introduction to Global Health	3
20001 Essentials of Epidemiology	3
30002 Introductory Biostatistics	3
30005 Social and Behavioral Science Theories in Public Health	3
30006 Environmental Health Sciences	3
44000 Health Disparities	3

Recreation, Park and Tourism Management (RPTM)

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)

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)

23000 Introduction to Exceptionalities	3
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Theatre (THEA) no technique courses

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)

14001 Visual Design Literacy	3
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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 (2.000) grade.

Visit www.kent.edu/catalog/wic for course list.

Experiential Learning Requirement (ELR)

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 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.