



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 Credit Hours]</b>					
COMM 15000 Introduction to Human Communication	3				Fulfills Kent Core Additional requirement
JMC 20003 Introduction to Mass Communication	3		C-	■	See note 1 on page 2
HIST 12070 History of the United States: The Formative Period	3				Fulfills Kent Core Humanities and domestic diversity requirement
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: [15-16 Credit Hours]</b>					
<b>Requirements: minimum 2.750 GPA</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
JMC 21001 Principles of Advertising	3		C-	■	
JMC 28001 Principles of Public Relations	3		C-	■	
MATH 11008 Explorations in Modern Mathematics (3) or MATH 11009 Modeling Algebra (3) or MATH 11010 Algebra for Calculus (3) or MATH 14001 Basic Mathematical Concepts I (4)	3-4				Enrollment based on placement tests; fulfills Kent Core Mathematics and Critical Reasoning
<b>Semester Three: [15 Credit Hours]</b>					
JMC 21005 Advertising Messaging	3		C-	■	
PSYC 11762 General Psychology	3				Fulfills Kent Core Social Sciences and domestic diversity requirement
VCD 14001 Visual Design Literacy	3				
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
<b>Semester Four: [15 Credit Hours]</b>					
CS 10001 Computer Literacy	3				See note 2 on page 2
ECON 22060 Principles of Microeconomics	3				Fulfills Kent Core Additional
JMC 20008 Audience Analysis and Research	3		C-	■	
JMC 31011 Creative Advertising Strategies	3	■	C-	■	
VCD 37000 Visual Design for Media: Advanced	3	■			See note 3 on page 2
<b>Semester Five: [15 Credit Hours]</b>					
<b>Requirement: minimum 2.750 major and cumulative GPA</b>					
ECON 22061 Principles of Macroeconomics	3				Fulfills Kent Core Social Sciences
JMC 31002 Advertising Copywriting	3	■	C	■	Fulfills writing-intensive course requirement; prerequisite for JMC 40092; see note 4 on page 2
JMC 31003 Advertising Media Planning	3	■	C-	■	Prerequisite for JMC 40092
MKTG 25010 Principles of Marketing	3				
Non-JMC General Elective	3				
<b>Semester Six: [15 Credit Hours]</b>					
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				Fulfills Kent Core Social Sciences and domestic diversity
MKTG Elective (upper-division)	3	■			
Kent Core Requirement	3				



**Critical requirements are boldface in shaded areas**

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
<b>Summer III: [1 Credit Hours]</b>					
JMC 40092 Internship	1	■	S	■	Fulfills experiential learning requirement
<b>Semester Seven: [16 Credit Hours]</b>					
ENG 30064 Argumentative Prose Writing <i>or</i> ENG 30065 Expository Prose Writing <i>or</i> ENG 30066 Writing in the Public Sphere	3	■			
JMC 40016 Law of Advertising and Public Relations	3	■	C-	■	
JMC 41005 Advertising Campaigns	3	■	C-	■	
MKTG Elective (upper-division)	3	■			
General Electives (2 credit hours Non-JMC)	4				See note 5 on page 2
<b>Semester Eight: [16 Credit Hours]</b>					
JMC 40011 Ethical Issues in Integrated Communication	1	■	C-	■	
MKTG Elective (upper-division)	3	■			
General Electives (4 credit hours upper-division)	12	■			Number of credits required depends on meeting minimum 124 credit hours and 39 upper-division credit hours; see note 5 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 31002	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>	Fulfilled in this major with MATH 11008, 11009, 11010 or 14001	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>	Fulfilled in this major with PSYC 11762 and SOC 12050	0
<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 COMM 15000 and ECON 22060	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:** Students may substitute COMT 11000, CS 10051, CS 10061 or MIS 24053 for CS 10001.

**Note 3:** Students who successfully complete VCD 13001 may use it as a substitute for VCD 37000.

**Note 4:** A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.

**Note 5:** Any JMC course taken is calculated in the major GPA. Minimum 72 credit hours must be taken outside JMC.

**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.



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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](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.

