



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-	■	See note 1 on page 2
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					
COMM 21000 Communication Grammar Review	1		C		
JMC 26001 Multimedia 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]					
JMC 20008 Audience Analysis and Research	3		C-	■	
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; see note 2 on page 2
JMC 48002 Public Relations Tactics	3	■	C-	■	
MIS 24163 Principles of Management	3				See note 3 on page 2
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 4 on page 2
General Electives	4				See note 5 on page 2
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 10010 Information Fluency <i>or</i> LIS 30010 Information Fluency in the Workplace and Beyond	3				
MKTG Upper-division Elective	3	■			
General Elective	3				See note 5 below
Semester Eight: [14 Credit Hours]					
JMC 40011 Ethical Issues in Integrated Communication	1	■	C-	■	
JMC 48091 Seminar: Public Relations Campaigns	3	■	C-	■	
General Electives (at least 7 hours must be upper division, 10 hours must be Non-JMC)	10	■			Number of credits required depends on meeting minimum 124 credit hours and 39 upper-division 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 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)	Fulfilled in this major with COMM 15000 and ECON 22061	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: A minimum C (2.000) grade must be earned to fulfill the writing intensive requirement.

Note 3: BMRT 11009 is equivalent to MIS 24163.

Note 4: **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 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.



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

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.

