**FASHION MEDIA MINOR**

**College of the Arts**  
School of Fashion Design and Merchandising  
226 Rockwell Hall  
Kent Campus  
330-672-3010  
FashionSchool@kent.edu  
www.kent.edu/fashion

College of Communication and Information  
School of Journalism and Mass Communication  
334 Franklin Hall  
330-672-8293  
jmc@kent.edu  
www.kent.edu/jmc

**Description**

This minor is open to Journalism and Mass Communication and Fashion Merchandising majors. It is a two track minor. Fashion students complete the Media Track in the minor to learn about fashion media and gain a better understanding of the media and publishing industry. Journalism and Mass Communication students complete the Fashion Track in the minor to gain a better understanding of the fashion industry. The Fashion Track includes a trip to New York City to study Fashion Media. The Media Track has a New York City trip as a requirement.

**Fully Offered At:**  
- Kent Campus

**Admission Requirements**

- Minimum 2.000 overall Kent State University GPA; or, if a first semester freshman or transfer student admitted in good standing, no established Kent State University GPA is needed.

This minor is open to Fashion Merchandising and Journalism and Mass Communication majors only.

**Minor Requirements**

[FAME]

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<tr>
<th>Minor Requirements</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>FDM 10010 FASHION FUNDAMENTALS</td>
<td>3</td>
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<tr>
<td>JMC 41111 FASHION PUBLISHING</td>
<td>3</td>
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<tr>
<td>ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP</td>
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<tr>
<td>or FDM 35280 FASHION ENTREPRENEURSHIP</td>
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Choose a track from the following:  
- Media Track for Fashion Merchandising Majors
  - JMC 20005 FUNDAMENTALS OF MEDIA MESSAGES
  - JMC 20006 MULTIMEDIA TECHNIQUES
  - JMC 21008 SOCIAL MEDIA STRATEGIES
  - VCD 37000 VISUAL DESIGN FOR MEDIA: ADVANCED

Choose from the following:
- FDM 35080 FASHION IN THE MEDIA (New York only)
- JMC 46020 MAGAZINE DESIGN
- JMC 46056 CYBERMEDIA PRODUCTION

Fashion Track for Journalism and Mass Communication Majors

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Minimum Total Credit Hours: 24

**Graduation Requirements**

Minimum Minor GPA  
2.700