

# 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  
 201 Franklin Hall  
 330-672-8293  
 jmc@kent.edu  
 www.kent.edu/jmc

## Description

The Fashion Media minor is for students studying either fashion merchandising or journalism and mass communication.

Fashion merchandising students take the Media Track to learn about the fashion media and better prepare them to understand this industry. The track includes a trip to New York City as a requirement.

Journalism and mass communication students take the Fashion Track to learn about the fashion publishing industry to better prepare them for work in this business. The track includes a trip to New York City to study fashion media.

## Fully Offered At:

- Kent Campus

## Admission Requirements

Admission to the minor is selective, open only to students declared in the Fashion Merchandising major or in a major in the School of Journalism and Mass Communication.

To declare the Fashion Media minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

## Minor Requirements

Code	Title	Credit Hours
<b>Minor Requirements</b>		
ENTR 27056 or FDM 35280	INTRODUCTION TO ENTREPRENEURSHIP FASHION ENTREPRENEURSHIP	3
FDM 10010	FASHION FUNDAMENTALS	3
JMC 41111	FASHION PUBLISHING	3
Media Track or Fashion Track, choose from the following:		15
<i>Media Track for Students Declared in Fashion Merchandising Major</i>		
FDM 35080 or JMC 46020	FASHION IN THE MEDIA <sup>1</sup> MAGAZINE DESIGN	
JMC 20005	FUNDAMENTALS OF MEDIA MESSAGES	
JMC 20006	MULTIMEDIA TECHNIQUES	

JMC 21008	SOCIAL MEDIA STRATEGIES
VCD 37000	VISUAL DESIGN FOR MEDIA: ADVANCED
<i>Fashion Track for Students Declared in Major in School of Journalism and Mass Communication</i>	
FDM 25011	FASHION BRANDING
FDM 35010	CONTEMPORARY FASHION DESIGNERS (WIC)
FDM 35011	FASHION FORECASTING
FDM 35080	FASHION IN THE MEDIA <sup>1</sup>
FDM 45492	FIELD EXPERIENCE STUDY TOUR FOR NYC STUDIO STUDENTS (ELR)
or JMC 46091	NEW YORK MEDIA SEMINAR

Minimum Total Credit Hours: 24

<sup>1</sup> FDM 35080 must be taken in New York City only.

## Graduation Requirements

**Minimum Minor GPA**  
 2.700

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).