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

| FDM 10010 | FASHION FUNDAMENTALS | 3 |
| JMC 41111 | FASHION PUBLISHING | 3 |
| ENTR 27056 | INTRODUCTION TO ENTREPRENEURSHIP | 3 |
| or FDM 35280 | FASHION ENTREPRENEURSHIP | |

Choose a track from the following: 15

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

FDM 25011 | FASHION BRANDING
FDM 35010 | CONTEMPORARY FASHION DESIGNERS (WIC)
FDM 35011 | FASHION FORECASTING
FDM 35080 | FASHION IN THE MEDIA (New York only)
FDM 45492 | FIELD EXPERIENCE STUDY TOUR FOR NYC STUDIO STUDENTS (ERI)
or JMC 46091 | NEW YORK MEDIA SEMINAR

Minimum Total Credit Hours: 24

Graduation Requirements
Minimum Minor GPA 2.700

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