FASHION MEDIA - MINOR

College of Communication and Information
School of Journalism and Mass Communication
201 Franklin Hall
Kent Campus
330-672-2572
jmc@kent.edu
www.kent.edu/jmc

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ENTR 27056</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
<td>3</td>
</tr>
<tr>
<td>or FDM 35280</td>
<td>FASHION ENTREPRENEURSHIP</td>
<td></td>
</tr>
<tr>
<td>FDM 10010</td>
<td>FASHION FUNDAMENTALS</td>
<td>3</td>
</tr>
<tr>
<td>JMC 21008</td>
<td>SOCIAL MEDIA STRATEGIES</td>
<td></td>
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<tr>
<td>VCD 37000</td>
<td>VISUAL DESIGN FOR MEDIA: ADVANCED</td>
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Fashion Track for Students Declared in Major in School of Journalism and Mass Communication

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>FDM 25011</td>
<td>FASHION BRANDING</td>
<td></td>
</tr>
<tr>
<td>FDM 35010</td>
<td>CONTEMPORARY FASHION DESIGNERS (WIC)</td>
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<tr>
<td>FDM 35011</td>
<td>FASHION FORECASTING</td>
<td></td>
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<tr>
<td>FDM 35080</td>
<td>FASHION IN THE MEDIA (^1)</td>
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<tr>
<td>FDM 45492</td>
<td>FIELD EXPERIENCE STUDY TOUR FOR NYC STUDENT (ELR)</td>
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</tbody>
</table>

or JMC 46091 | NEW YORK MEDIA SEMINAR            |              |

Minimum Total Credit Hours: 24

1 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).