FASHION MEDIA - MINOR

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

Description
This 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. 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 Fashion Track (for school of journalism and mass communication majors) includes a trip to New York City to study fashion media. The Media Track (for fashion merchandising majors) has a New York City trip as a requirement.

Fully Offered At:
• Kent Campus

Admission Requirements
Admission to a minor is open to students enrolled in a bachelor’s degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students enrolled only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

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 only to students declared in the Fashion Merchandising major or in a major in the School of Journalism and Mass Communication.

Minor Requirements

FDM 25011  FASHION BRANDING
FDM 35010  CONTEMPORARY FASHION DESIGNERS (WIC)
FDM 35011  FASHION FORECASTING
FDM 35080  FASHION IN THE MEDIA ¹
FDM 45492  FIELD EXPERIENCE STUDY TOUR FOR NYC STUDIO STUDENTS (ELR)
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

Minor Requirements

[FAEM]

Minor Requirements

ENTR 27056  INTRODUCTION TO ENTREPRENEURSHIP  3
or FDM 35280  FASHION ENTREPRENEURSHIP

FDM 10010  FASHION FUNDAMENTALS  3
JMC 41111  FASHION PUBLISHING  3

Choose from the following:  15

Media Track for Students Declared in Fashion Merchandising Major

FDM 35080  FASHION IN THE MEDIA ¹
or JMC 46020  MAGAZINE DESIGN
or JMC 46056  CYBERMEDIA PRODUCTION

JMC 20005  FUNDAMENTALS OF MEDIA MESSAGES
JMC 20006  MULTIMEDIA TECHNIQUES
JMC 21008  SOCIAL MEDIA STRATEGIES
VCD 37000  VISUAL DESIGN FOR MEDIA: ADVANCED

Fashion Track for Students Declared in Major in School of Journalism and Mass Communication