

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

[FAME]

Code	Title	Credit Hours
Minor Requirements		
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 ¹ 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 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

- 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).