FASHION MEDIA - MINOR

College of the Arts
School of Fashion Design and Merchandising
College of Communication and Information
School of Media and Journalism
www.kent.edu/fashion

About This Program
The Fashion Media minor offers a unique blend of coursework in fashion, journalism and multimedia. Media and journalism students can enroll in the media track to learn about the fashion branding and publishing industry. Fashion merchandising students take the media track to learn about fashion media and storytelling.

Contact Information
- FashionSchool@kent.edu | 330-672-3010
- Speak with an Advisor

Program Delivery
- Delivery: In person
- Location: 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 Media and Journalism.

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.

Program Requirements
Minor Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
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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>
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<tr>
<td>FDM 10010</td>
<td>FASHION FUNDAMENTALS</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 41111</td>
<td>FASHION PUBLISHING</td>
<td>3</td>
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<tr>
<td>Media Track or Fashion Track, choose from the following:</td>
<td>15</td>
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Media Track for Students Declared in Fashion Merchandising Major
- EMAT 10310 MY STORY ON THE WEB
- FDM 35080 FASHION IN THE MEDIA
- or MDJ 46020 MAGAZINE DESIGN
- MDJ 21008 SOCIAL MEDIA STRATEGIES
- MDJ 26001 WRITING FOR MEDIA
- VCD 37000 VISUAL DESIGN FOR MEDIA

Fashion Track for Students Declared in Major in School of Media and Journalism
- FDM 25011 FASHION BRANDING

Graduation Requirements
Minimum Minor GPA | Minimum Overall GPA
---|---
2.000 | 2.000

- 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).

Program Learning Outcomes
For fashion merchandising students, the minor better prepares them to understand their industry from the media perspective. For media and journalism, the minor exposes them to the fashion publishing industry to better prepare them for work in this business.

Full Description
The Fashion Media minor is for students studying either fashion merchandising or a major in the school of media and journalism.

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.

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