

School of Journalism and Mass Communication Minors 2009-2010

The School of Journalism and Mass Communication offers six minors. A minimum 2.75 GPA in the minor course requirements is required for graduation with any JMC minor. A 2.75 GPA is also required to take most JMC courses. Courses that are normally prerequisites for the following courses but not minor requirements are waived for minors. Banner doesn't recognize minors, so if you're not a JMC major, you'll need a Major Override to register for most JMC courses. For more information on JMC minors, visit jmc.kent.edu or 328 Franklin Hall or call 330.672.8293.

Advertising Minor

JMC	20004	Media Writing	3
JMC	21001	Principles of Advertising	3
JMC	41005	Advertising Campaigns	3

Choose one of the following sets (9 hours): 9

EITHER: Business Track

JMC	20008	Aud Analysis & Research (3)	
	31003	Ad Media Planning (3)	
	41003	Ad Account Management (3)	

OR: Creative Track

JMC	31011	Creative Ad Strategies (3)	
	31002	Ad Copywriting (3)	
	41002	Advanced Ad Copywriting (3)	

Choose one of the following: 3

JMC	30034	Prog for Elec Media (3)	
	34038	Media Sales & Sales Mgmt (3)	
	40016	Law of Adv and PR (3)	
	40095	ST: Advertising History (3)	
	41003	Adv Account Management (3)	

Total 21 credits

Electronic Media Minor

JMC	20004	Media Writing	3
	22002	Videography Basics I	1
	22003	Videography Basics II	1
	23030	Basic Elec Media Video Prod	3
	23031	Basic Elec Media Audio Prod	3
	30004	Writing for Electronic Media	2
JMC	Electronic Media upper-division elective		3

Choose two from the following: 6

JMC	33032	Audio Studio Production (3)	
	33033	Audio Field Production (3)	
	33042	Video Studio Production (3)	
	33043	Video Field Production (3)	

Total 22 credits

Media Literacy Minor

JMC	20001	Media, Power and Culture	3
	20005	Fund of Media Messages	3
	21001	Principles of Advertising	3
	28001	Principles of Public Relations	3
	30034	Programming for Elec Media	3
	40006	Law of Mass Communication	3
	40022	Film as Communication	3

Total 21 credits

Photojournalism Minor

JMC	20004	Media Writing	3
	22001	Photography	3
	22002	Videography Basics I	1
	22004	Visual Storytelling	3
	26001	Newswriting	3
	32001	Photojournalism I	3
VCD	37000	Visual Design for Media: Adv	3
Choose <u>one</u> of the following:			3
JMC	32002	Photojournalism II (3)	
	42005	Color Photography (3)	

Total 22 credits

Public Relations Minor

COMM	30000	Comm Research Methods	3
JMC	20004	Media Writing	3
	26001	Newswriting	3
	28001	Principles of Public Relations	3
	38002	Public Relations Case Studies	3
	48002	Public Relations Tactics	3
	48006	Public Relations Publications	3
VCD	37000	Visual Design for Media: Adv	3

Total 24 credits

Visual Journalism Minor

JMC	20004	Media Writing	3
**	20007	Media Information Gathering	3
	22001	Photography	3
	22002	Videography Basics I	1
	26001	Newswriting	3
	46001	Information Graphics	3
VCD	37000	Visual Design for Media: Adv	3

Choose one of the following: 3

JMC	46000	Newspaper Design (3)	
	46020	Magazine Design (3)	

Total 22 credits

** JMC 20007 is no longer offered; see an advisor to choose an acceptable substitution

Other minors offered in the College of Communication and Information:

School of Communication Studies – 135 Taylor Hall – 330.672.2659

Communication Studies Minor

School of Visual Communication Design – 231 Art Building – 330.672.7856

Design Minor

Photo-Illustration Minor

Web Design and Programming Minor

School Journalism and Mass Communication Minors (Fall 2008)

Electronic Media Production Minor

Old (Before Fall 2008)

JMC 20004 Media Writing	3
20007 Media Info Gathering	3
22000 Photo Basics	1
22002 Videography Basics	1
30034 Programming for Elec. Media	3
40006 Law of Mass Comm.	3
Upper Div. Elec. Media Electives	6
Choose one from the following:	3
JMC 20001 Media, Power and Culture	
20003 Introduction to Mass communication	
TOTAL.....	23 hrs.

New (Beginning Fall 2008)

JMC 20004 Media Writing	3
22002 Videography Basics I	1
22003 Videography Basics II	1
23030 Basic Electronic Media Video Production	3
23031 Basic Electronic Media Audio Production	3
30004 Writing for Electronic Media	2
Choose two from the following:	
JMC 33032 Audio Studio Production	3
33033 Audio Field Production	3
33042 Video Studio Production	3
33043 Video Field Production	3
One Upper division JMC elective	3
TOTAL.....	22 hrs.

Advertising (only open to VCD, MKTG and COMM majors)

Old (Before Fall 2008)

JMC 20004	Media Writing	3
21001	Principles of Advertising	3
31002	Advertising Copywriting	3
31003	Advertising Media Planning	3
41005	Advertising Campaigns	3

Choose one of the following:

34038	Media Sales and Sales Mgmt	3
41002	Advanced Ad Copywriting	3
41004	Broadcast Copywriting	3

TOTAL.....**18 hrs.**

New (Beginning Fall 2008)

Business Track

Creative Track

JMC 20004	Media Writing	3	JMC 20004	Media Writing	3
JMC 21001	Principles of Advertising	3	JMC 21001	Principles of Advertising	3
JMC 20008	Audience Analysis	3	JMC 31001	Creative Ad Strategies	3
JMC 31002	Advertising Media Planning	3	JMC 31002	Advertising Copywriting	3
JMC 41003	Ad Management	3	JMC 41002	Advanced Adv. Copywriting	3
JMC 41005	Campaigns	3	JMC 41005	Campaigns	3
1 JMC Upper-division	Elective**	3	1 JMC Upper-division	Elective**	3

TOTAL HOURS FOR ADVERTISING MINOR (21) _____

****Upper-division JMC Elective to be selected from the following:**

JMC 30034	Programming for Electronic Media	3
JMC 34038	Media Sales and Sales Mgmt	3
JMC 40016	Ad/PR Law	3
JMC 31XXX	Ad History	3
JMC 41003	Ad Management	3

Visual Journalism/PhotoJournalism Minor

Old (Before Fall 2008)

Visual Journalism Minor

JMC	20004 Media Writing	3
	20007 Media Info. Gathering	3
	22001 Photography	3
	22002 Video Basics	1
	26001 Newswriting	3
	46001 Info Graphics	3
VCD	37000 Visual Design for Media	3
Choose one of the following:		
	46000 Newspaper Design	3
	46020 Magazine Design	
TOTAL	22 hrs.

New (Beginning Fall 2008)

PhotoJournalism Minor

JMC	20004 Media Writing	3
	22001 Photography	3
	22002 Videography Basics	1
	22004 Visual Storytelling	3
	26001 News Writing	3
	32001 Photojournalism I	3
VCD	37000 Visual Design Media/ADV	3
Choose one from the following:		
JMC	32002 Photojournalism II	
	42005 Color Photography	

Total 22

Public Relations Minor

Old (Before Fall 2008)

JMC	20004 Media Writing	3
	20007 Media Info Gathering	3
	26001 Newswriting	3
	28001 Principles of Public Relations	3
	38002 Public Relations Case Studies	3
	48002 Public Relations Tactics	3
	48006 Public Relations Publications	3
VCD	37000 Visual Design for Media	3
TOTAL.....		24 hours

New (Beginning Fall 2008)

JMC	20004 Media Writing	3
	26001 Newswriting	3
	28001 Principles of Public Relations	3
	38002 Public Relations Case Studies	3
	48002 Public Relations Tactics	3
	48006 Public Relations Publications	3
COMM	30000 Research Methods	3
VCD	37000 Visual Design for Media	3
TOTAL.....		24 hours

Media Literacy Minor

Old (Before Fall 2008)

JMC	20001 Media Power & Culture	3
	21001 Principles of Advertising	3
	28001 Principles of PR	3
	40001 Intro. To Med. Mess.	3
	40006 Law of Mass Comm.	3
Choose two of the following:		
	30030 Mass Med. Research	3
	30034 Prog. For Elec Media	3
	40022 Film as Comm.	3
	44040 Concept Psyc.	3
	40193 Non-Skill WKSP	3

TOTAL..... 21 hours

New (Beginning Fall 2008)

JMC	20001 Media Power & Culture	3
	21001 Principles of Advertising	3
	28001 Principles of PR	3
	20005 Fundamentals Med. Mess.	3
	40006 Law of Mass Comm.	3
	30034 Prog. for Elec. Media	3
	40022 Film as Comm.	3

TOTAL..... 21 hours