FASHION MEDIA - MINOR

College of the Arts
School of Fashion Design and Merchandising
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 Fashion track to learn about the fashion branding and publishing industry. Fashion Merchandising students take the Media track to learn about fashion media and storytelling. Read more...

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

Code	Title	Credit Hours
Minor Requirements		
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
or FDM 35280	FASHION ENTREPRENEURSHIP	
FDM 10010	FASHION FUNDAMENTALS	3
MDJ 41111	FASHION PUBLISHING	3
Media Track or Fashion Track, choose from the following:		15
Media Track for Students Declared in Fashion Merchandising Major		
EMAT 10310	MY STORY ON THE WEB	
FDM 35080	FASHION IN THE MEDIA [1]	
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	
FDM 35010	CONTEMPORARY FASHION DESIGNERS (WIC)	
FDM 35011	FASHION FORECASTING	
FDM 35080	FASHION IN THE MEDIA [1]	
FDM 45590	STUDY TOUR FOR NYC STUDIO STUDENTS (ELR)	
Minimum Total Credit Hours:		**24**

[1] FDM 35080 must be taken in New York City only.

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.