

Undergraduate Major Map

Catalog Year 2017
College / School Communication, Arch + The Arts
Major Communications - BS
Track / Concentration Advertising
Career Path Two Year Transfer

Fall Term 2017					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
SCJ Orientation	MMC 3003	Mc Orientation	0	Pass		
SCJ Core	MMC 3303	Global Media and Society	3	B	MMC 3303 may be used to satisfy the Global Learning requirement. (2) See endnotes.	
Principles of Advertising	ADV 3008	Principles Of Adv	3	B		
SCJ Core	MMC 4200	Law And Ethics	3			
SCJ Course GPA	MMC 3104C	Writing Strategies	3		Can replace MMC3123	

Spring Term 2018					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
SCJ Core	VIC 3400	Vis Design Global Media	3	B	VIC 3400 may be used to satisfy the Global Learning requirement. (2) See endnotes.	
Principles of Public Relations	PUR 3000	Principles Of P. R.	3	B		
Area of Concentration			3			
Anthropology/Sociology	IDS 3309	How We Know What We Know	3			

Summer Term 2018					Term Hours: 6	Cum GPA: 2.75
Use this semester to catch up on coursework						
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
Area of Concentration			3			
Area of Concentration			3			

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Fall Term 2018					Term Hours: 12
					Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Area of Concentration			3		
Area of Concentration			3		
Integrated Communication Resea	MMC 4609	Comm Rsch Strategy	3		
Departmental Elective	ADV 4323	Branding and Social Media	3		
Area of Concentration			0		

Spring Term 2019					Term Hours: 15
					Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Campaigns	MMC 4410	Integrated Campaigns	3	B	
Area of Concentration			3		
Area of Concentration			3		
Area of Concentration			3		
Integrated Communication Semin	PUR 4101	Digital Editing and Design	3		

General Requirements

Critical Indicator is the minimum grade indicated in specific courses to demonstrate proficiency and progress in major. Earning less than the minimum grade is a trigger for a conversation with advisor.

GENERAL UNIVERSITY REQUIREMENTS

Transfer students are assumed to have completed an Associates of Arts Degree from a Florida Public Institution or completed 60 credits and the University Core Curriculum Requirements.

In addition, the following courses are required of incoming transfer students:

Global Learning Requirement for Transfers: Transfers entering FIU Fall 2011 or later are required to take two Global Learning courses.

Those who meet University Core Curriculum Requirements prior to entering FIU

-Two Global Learning Discipline Specific Courses (One of the two may be a Global Learning Foundation Course chosen in consultation with your advisor)

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Those who do not meet University Core Curriculum Requirements prior to entering FIU

- One Global Learning Foundation Course (from the University Core Curriculum)
- One Global Learning Discipline Specific Course

Transfer courses may not be used to meet the FIU Global Learning Requirement. For a list of Global learning courses: <http://goglobal.fiu.edu>

College of Communication, Architecture + The Arts: School of Communication + Journalism (SCJ): Selected Major Requirements

Grades: All students must successfully pass MMC 3003 (Mass Communication Orientation), and have a minimum cumulative GPA of 3.0 (this includes all transfer work, in addition to current FIU work).

All students in each track are expected to demonstrate proficiency in writing. Students are required to enroll in Writing Strategies for Reaching a Mass Audience (MMC 3104C) and receive a "C" or higher. Admission to MMC 3104C requires successful completion of a language skills test, no exceptions.

MMC 3104C is the prerequisite for the majority of courses in the SJC, be sure to complete this requirement early so as not to fall behind.

Liberal Arts Requirements: (9 credits)

Students must select one upper division (3000-4000 level) course from each of the following subject areas:

Anthropology/Sociology (3 credits)

Psychology (3 credits)

COM 3110** Business & Professional Communication (3 credits)

**If 1000/2000 speech course already taken, may take art/art history, political science, or international relations.

Area of Concentration: (12 credits)

Students must select a coherent series of four (12 credits semester hours) upper division courses (3000 or 4000 level) in an area chosen by the student in coordination with their advisor that would indicate a chosen area of focus outside of the SJC.

Graduation Policy

To be eligible for graduation, a student must have a minimum 2.75 GPA in all SJC courses as well as in the outside courses required by the program. The grade point average will be computed separately to maintain the 2.75 standard in both categories.