

Undergraduate Major Map

Catalog Year 2016
College / School Journal and Mass Communication
Major Communications - BS
Track / Concentration Advertising
Career Path Two Year Transfer

Fall Term 2016					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
SJMC Orientation	MMC 3003	Mc Orientation	0	Pass		
SJMC 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		
SJMC Core	MMC 4200	Law And Ethics	3			
Anthropology/Sociology			3			

Spring Term 2017					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
SJMC Core	MMC 3104C	Writing Strategies	3	B		
SJMC 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			

Summer Term 2017					Term Hours: 12	Cum GPA: 2.75
Use this semester to catch up on coursework						
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
Creative Concepts	ADV 3200	Creative Concepts	3			
Area of Concentration			3			
SJMC Core	RTV 3531	Multimedia Prod	3			
Integrated Communication Semin	MMC 4304	Multicultural Mar Comm	3			

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Fall Term 2017					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
Creative	ADV 4101	Copy and Design Concepts	3	B	Or ADV 4300 for the Management Track	
Creative	ADV 4103	Radio/Tv Concepts	3	B	Or MMC 4936 for the Management Track	
Psychology			3	B		
Area of Concentration			3			

Spring Term 2018					Term Hours: 12	Cum GPA: 2.75
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes	
Business & Professional Communication	COM 3110	Bus And Prof Commun	3	B		
Integrated Communication Resea	MMC 4609	Comm Rsch Strategy	3	B		
Integrated Campaigns	MMC 4410	Integrated Campaigns	3	B		
Area of Concentration			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)

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

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

School of Journalism and Mass Communication: 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 SJMC, 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 SJMC.

Graduation Policy

To be eligible for graduation, a student must have a minimum 2.75 GPA in all SJMC 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.