

Undergraduate Major Map

Catalog Year 2015
College / School Journal and Mass Communication
Major Communications - BS
Track / Concentration Advertising
Career Path Four Year Freshman

Fall Term 2015

Advertising is a LIMITED ENROLLMENT PROGRAM: students must have a min 3.0 cumulative GPA at 60 credit hours and a passing score on the Language Skills Test to take 3000/4000 level Advertising classes.

May use UCC Foundations of Social Inquiry course to satisfy the Global Learning requirement. (2) See endnotes

Term GPA: 3
Term Hours: 13
Cum Hours: 13

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC English Composition	ENC 1101	Writing and Rhetoric I	3	B+	
UCC First Year Experience	SLS 1501	First Year Exper	1		
UCC Mathematics Group One			3		MG1106 or MGF1107 or MTG1204 are recommended
UCC Social Science Group One			3		Mayselect a course which meets the GRW requirement
General Electives			3		

Spring Term 2016

May use UCC Societies and Identities course to satisfy the Global Learning requirement. (2) See endnotes

Term GPA: 3
Term Hours: 15
Cum Hours: 28

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC English Composition	ENC 1102	Writing and Rhetoric II	3	B+	
UCC Mathematics Group Two			3		CGS2518 or MTG 1204 or PHI2100 are recommended
UCC Social Science Group Two			3		
UCC Arts			3		SPC2608 is recommended
General Electives			3		

Summer Term 2016

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

Term GPA: 3
Term Hours: 6
Cum Hours: 34

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
General Electives			3		
General Electives			3		

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Fall Term 2016

Student needs to be evaluated at the end of this semester (having reached the 45 CRH).

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Term GPA: 3
Term Hours: 13
Cum Hours: 47

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Humanities With Writing - Historical			3	B+	(1) See endnotes
UCC Natural Science - Group One			3		(1) See endnotes Take Lecture with corresponding Lab
UCC Natural Science - Group One			1		(1) See endnotes Take Lab with corresponding Lecture
SJMC Orientation	MMC 3003	Mc Orientation	0	Pass	
General Electives			3		
General Electives			3		

Spring Term 2017

* Take the Language Skill Test in Fall 2014 or before.
May use UCC Humanities with Writing course to satisfy the Global Learning requirement. (2) See endnotes

Term GPA: 3
Term Hours: 13
Cum GPA: 3
Cum Hours: 60

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC Natural Science - Physical Sciences			3		(1) See endnotes Take Lecture with corresponding Lab
UCC Natural Science - Physical Sciences			1		(1) See endnotes Take Lab with corresponding Lecture
UCC Humanities - Group Two			3	B+	
General Electives			3		
General Electives			3		

Summer Term 2017

Students should be fully admitted at the end of Summer 2014 (their sixth semester at FIU).

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

Term GPA: 3
Cum GPA: 3
Cum Hours: 60

Undergraduate Major Map

Fall Term 2017

* Take the Language Skill Test by this semester.

Advertising is a LIMITED ENROLLMENT PROGRAM: students must have a min 3.0 cumulative GPA at 60 credit hours and a passing score on the Language Skills Test to take 3000/4000 level Advertising classes.

Term GPA: 2.75
Term Hours: 15
Cum GPA: 2.75
Cum Hours: 75

VIC3400 may be used to satisfy the Global Learning requirement. (2) See endnotes

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Business & Professional Communication	COM 3110	Bus And Prof Commun	3		
SJMC Core	MMC 3303	Global Media and Society	3	B	MMC 3303 may be used to satisfy the Global Learning requirement. (2) See endnotes
SJMC Core	VIC 3400	Vis Design Global Media	3	B	
SJMC Core	MMC 3104C	Writing Strategies	3	B	
Principles of Advertising	ADV 3008	Principles Of Adv	3	B	

Spring Term 2018

Term GPA: 2.75
Term Hours: 15
Cum GPA: 2.75
Cum Hours: 90

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Creative Concepts	ADV 3200	Creative Concepts	3	B	Pre-req: MMC3104C
SJMC Core	MMC 4200	Law And Ethics	3	B	
AREA OF CONCENTRATION			3		
AREA OF CONCENTRATION			3		
Principles of Public Relations	PUR 3000	Principles Of P. R.	3	B	

Summer Term 2018

Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes

Term GPA: 2.75
Term Hours: 3
Cum GPA: 2.75
Cum Hours: 93

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
SJMC Core	RTV 3260	Multimedia Prod	3	B	

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Fall Term 2018					Term GPA: 2.75
					Term Hours: 12
					Cum GPA: 2.75
					Cum Hours: 105
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Anthropology/Sociology			3		3000/4000 level Anthropology/Sociology course
ADVERTISING TRACKS			3	B	
AREA OF CONCENTRATION			3		
AREA OF CONCENTRATION			3		

Spring Term 2019					Term GPA: 2.75
Apply for Summer Graduation					Term Hours: 12
					Cum GPA: 2.75
					Cum Hours: 117
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Communication Resea	MMC 4609	Comm Rsch Strategy	3	B	
Psychology			3		Any 3000/4000 level CLP, CYP, DEP, EAB, EXP, INP, PPE, PSY, PSB, SOP course
Integrated Communication Semin	MMC 4304	Seminar	3	B	
ADVERTISING TRACKS			3	B	

Summer Term 2019					Term GPA: 2.75
Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes					Term Hours: 3
					Cum GPA: 2.75
					Cum Hours: 120
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Campaigns	MMC 4410	Integrated Campaigns	3	B	

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

Undergraduate Major Map

See your Panther Degree Audit (PDA) for a real-time update on your academic career progress and additional information on University and major requirements at <http://my.fiu.edu>.

(1) UCC: Students must meet the University Core Curriculum (UCC) requirements. For a full list of UCC courses, see <http://undergrad.fiu.edu/advising/curriculum.html> or speak with your advisor. UCC courses must be taken for a letter grade and may not be taken at other institutions without permission from the Dean of Undergraduate Education.

(2) Global Learning: Freshmen entering FIU Summer B 2010 or later must take at least two Global Learning (GL) designated courses at FIU. See <http://goglobal.fiu.edu>. Courses must be:

- 1 GL foundation course (from the University Core Curriculum), which must be taken within the first 60 credits.
- 1 GL discipline-specific course (3000/4000 level)

(3) Summer Hours Requirement: All students entering FIU or any university within the State University System (SUS) of Florida with fewer than 60 credit hours are required to earn at least nine credit hours prior to graduation by attending one or more summer terms at a university in the SUS.

(4) Gordon Rule: All Gordon Rule courses (i.e., English Composition, Humanities with Writing, and Quantitative Reasoning) must be completed with a minimum grade of "C." This requirement must be fulfilled within the first 60 credits.

(5) Foreign Language Requirement for Graduation (FLENT/FLEX): A student who did not complete two years of the same foreign language in high school or at a post-secondary institution must successfully complete 8-10 credit hours of instruction in one foreign language prior to graduation. Exceptions include appropriate CLEP, AP, IB, TOEFL, or transfer credit. Contact your advisor for more information.

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

Psychology

COM 3110** Business & Professional Communication

**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 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.

Sub Tracks - Students must choose to take courses to fulfill the Creative or Account management sub-track as part of the Advertising Track Requirements.

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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.