

Undergraduate Major Map

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

Fall Term 2015

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

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

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
UCC First Year Experience	SLS 1501	First Year Exper	1		
UCC English Composition	ENC 1101	Writing and Rhetoric I	3	B+	
UCC Social Science Group One			3		
General Electives			3		
UCC Mathematics Group One			3		(1) See endnotes MGF1106 Or MGF1107 or MTG1204 are recommended

Spring Term 2016

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

Term Hours: 15
Cum GPA: 3
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		(1) See endnotes MGF1106 Or MGF1107 or MTG1204 or CGS2518 or PHI2100 are recommended
General Electives			3		
UCC Arts			3		SPC2608 is recommended
UCC Social Science Group Two			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 Hours: 6
Cum GPA: 3
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

Public Relations 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 Public Relations classes.

Term Hours: 13
Cum GPA: 3
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
SJMC Orientation	MMC 3003	Mc Orientation	0	Pass	
General Electives			3		
General Electives			3		
UCC Natural Science - Life Sciences			3		(1) See endnotes Take Lecture with corresponding Lab
UCC Natural Science - Life Sciences			1		(1) See endnotes Take Lab with corresponding Lecture

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
May use UCC Physical Science course to satisfy the Global Learning requirement. (2) See endnotes

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

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
General Electives			3		
General Electives			3		
UCC Humanities - Group Two			3	B+	
UCC Natural Science - Physical Sciences			3		
UCC Natural Science - Physical Sciences			1		

Summer Term 2017

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

Cum GPA: 3
Cum Hours: 60

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

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Fall Term 2017

* Take the Language Skill Test by this semester.

Public Relations 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 Public Relations classes.

Term Hours: 12
Cum GPA: 2.75
Cum Hours: 72

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
SJMC Core	MMC 3104C	Writing Strategies	3	B	
Principle of Public Relations	PUR 3000	Principles Of P. R.	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
Area of Concentration			3	B	

Spring Term 2018

MMC3303 may be used to satisfy the Global Learning requirement. (2) See endnotes

Term Hours: 12
Cum GPA: 2.75
Cum Hours: 84

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
SJMC Core	MMC 4200	Law And Ethics	3	B	
SJMC Core	MMC 3303	Global Media and Society	3	B	
Principles of Advertising	ADV 3008	Principles Of Adv	3	B	
Creative Concepts	ADV 3200	Creative Concepts	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 Hours: 6
Cum GPA: 2.75
Cum Hours: 90

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

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Fall Term 2018					Term Hours: 12
					Cum GPA: 2.75
					Cum Hours: 102
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Comm Research	MMC 4609	Comm Rsch Strategy	3	B	
Writing for Public Relations	PUR 4100	Writing For PR	3	B	
Publications Editing & Design	PUR 4101	Pub Edit/Design	3	B	
Psychology			3		Any 3000/4000 level CLP, CYP, DEP, EAB, EXP, INP, PPE, PSY, PSB, SOP course

Spring Term 2019					Term Hours: 12
Apply for Summer Graduation					Cum GPA: 2.75
					Cum Hours: 114
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Advanced Public Relations Writing	PUR 4106	Advanced PR Writing	3	B	
Economics/Sociology			3		Any 3000/4000 level SOC, SYP, SYO, SYG, SYD, SYA, ECO, ECP, ECS course
Business & Professional Communication	COM 3110	Bus And Prof Commun	3		
Area of Concentration			3		

Summer Term 2019					Term Hours: 6
Use this semester to catch up on coursework and/or satisfy the 9 credits summer requirement (if needed). (3) See endnotes					Cum GPA: 2.75
					Cum Hours: 120
Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Communication 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

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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:

Psychology (3 credits)

Economics or Sociology (3 credits)

COM 3110 (3 credits)

**If 1000/2000 speech course already taken, may take rt/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

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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.