

Undergraduate Major Map

Catalog Year 2019
College / School Communication, Arch + The Arts
Major Communications - BS
Track / Concentration Advertising
Career Path Four Year Freshman

Fall Term 2019

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		May select a course which meets the GRW requirement. (8) POS 2041 or AMH 2020 recommended if Civic Literacy requirement is not met.
General Electives			3		

Spring Term 2020

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 2020

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 2020

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
SCJ Orientation	MMC 3003	Mc Orientation	0	Pass	
General Electives			3		
General Electives			3		

Spring Term 2021

* 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		

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Summer Term 2021

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
Term Hours: 6
Cum GPA: 3
Cum Hours: 60

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Principles of Advertising	ADV 3008	Principles Of Adv	3		
SCJ Core	MMC 3123	Writing Fundamentals	3		

Fall Term 2021

* Take the Language Skill Test by this semester.

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

Term GPA: 2.75
Term Hours: 9
Cum GPA: 2.75
Cum Hours: 75

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
SCJ Core	MMC 3303	Global Media and Society	3	B	MMC 3303 may be used to satisfy the Global Learning requirement. (2) See endnotes
SCJ Core	VIC 3400	Vis Design Global Media	3	B	
Principles of Public Relations	PUR 3000	Principles Of P. R.	3		
General Electives			0		

Spring Term 2022

Term GPA: 2.75
Term Hours: 12
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
SCJ Core	MMC 4200	Law And Ethics	3	B	
AREA OF CONCENTRATION			3		
SCJ Core	IDS 3309	How We Know What We Know	3	B	

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Summer Term 2022

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
SCJ Core	RTV 3531	Multimedia Prod	3	B	
Area of Concentration			0		

Fall Term 2022

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
Integrated Communication Resea	COM 4310	Research Meth Comm	3		3000/4000 level Anthropology/Sociology course
ADVERTISING TRACKS			3	B	
AREA OF CONCENTRATION			3		
AREA OF CONCENTRATION			3		

Spring Term 2023

Apply for Summer Graduation

Term GPA: 2.75
Term Hours: 6
Cum GPA: 2.75
Cum Hours: 117

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Publications Editing & Design	PUR 4101	Digital Editing and Design	3	B	
ADVERTISING TRACKS			3	B	
ADVERTISING TRACKS			0		
ADVERTISING TRACKS			0		

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Summer Term 2023

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: 120

Course Group	Course Required	Course Description	Credit Hours	Critical Indicator	Course Notes
Integrated Campaigns	MMC 4410	Integrated Campaigns	3	B	

General Requirements