

Undergraduate Major Map

Catalog Year: 2021
College / School: Communication, Arch + The Arts
Major: Pub Relatns Adv & App Com- BS
Track / Concentration:
Career Path: Two Year Transfer

Fall Term 2021 PRAAC is a LIMITED ENROLLMENT PROGRAM: students must have a min 2.85 cumulative GPA. MMC 3303 may be used to satisfy the Global Learning requirement. (2) See endnotes.				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 12
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Core Requirements	PUR 1951	PRAAC Orientation	0	Core Requirement
Core Requirements	MMC 3303	Global Media and Society	3	Core Requirement
Major Specific: Principles of	PUR 3000	Principles Of P. R.	3	or ADV 3000. Major Specific Requirement
Core Requirements	COM 3714	Fnd. of Comm.	3	
Core Requirements	MMC 4200	Law And Ethics	3	Core Requirement.

Spring Term 2022 VIC 3400 will be used to satisfy the Global Learning Discipline Specific requirement. (2) See endnotes. Student needs to be evaluated at the end of this semester (nearing the 90 CRH). Student should complete the program core by the end of this semester.				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 24
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Core Requirements	IDS 3309	How We Know What We Know	3	Core Requirement
Core Requirements	VIC 3400	Vis Design Global Media	3	Core Requirement
Specialization Courses			3	See endnotes.
Major Specific Requirements	COM 4310	Research Meth Comm	3	Major Specific Requirement

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Summer Term 2022				Term GPA: 2.85 Term Hours: 6 Cum GPA: 2.85 Cum Hours: 30
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	COM 3520	Design Comm Strategies	3	Major Specific Requirement
Specialization Courses			3	See endnotes.

Fall Term 2022 Apply for Spring graduation.				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 42
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	PUR 4100	Writing For PR	3	Major Specific Requirement
Major Specific Requirements	ADV 4323	Branding and Social Media	3	Major Specific Requirement
AREA OF CONCENTRATION			3	See endnotes.
AREA OF CONCENTRATION			3	See endnotes.

Spring Term 2023				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 54
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	PUR 4101	Digital Editing and Design	3	Major Specific Requirement
Specialization Courses			3	See endnotes.
AREA OF CONCENTRATION			3	See endnotes.
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Summer Term 2023				Term GPA: 2.85
				Term Hours: 6
				Cum GPA: 2.85
				Cum Hours: 60
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	COM 4958	Campaigns	3	Major Specific Requirement
Specialization Courses			3	See endnotes.

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:

(1) 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

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):

Graduation Policy:

To be eligible for graduation, a student must have a minimum 2.75 GPA in all SCJ courses as well as in the outside courses required by the program.

Grades: All students must successfully pass PUR1951 (PRAAC Orientation), and have a minimum cumulative GPA of 2.85 (this includes all transfer work, in addition to current FIU work).

Writing Proficiency: All students are expected to demonstrate proficiency in writing. Students are required to enroll in a writing course and receive a "C" or higher.

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(2) Beginning Fall 2020, MMC3123 - Writing Fundamental for Communicators will replace COM3714 - Fundamentals of Written and Visual Communication.

Specialization courses (12 credits): Students will select 12 credits from a provided list of courses to satisfy this requirement.

Area of Concentration: (12 credits)

Students must select four upper division level courses in one subject area outside of SCJ. Students should consult with their academic advisor when choosing the area of concentration. Students must earn C or higher in courses to be used toward the Area of Concentration.

Suggested Area of Concentration for PRAAC, 3000/4000 level courses:

Business: MAR, MAN, TRA; Hospitality Management: HFT, FSS; International Relations & Political Science: INR, CPO, POS, POT; Psychology: CLP, DEP, EXP, INP, PPE, PSY, SOP; History - AFH, AMH, ASH, EUH, HIS, LAH, WOH; Criminal Justice - CCJ, CJC, CJE, CJJ, CJL, DSC; Anthropology/Sociology: AND, ANG, ANT, SOC, SYA, SYD, SYG, SYO, SYP; Global and Sociocultural Studies: GEO3421, GEO3471, GEO3502, GIS3048; English: AML, CRW, ENC, ENG, ENL, FIL, LIT; English-Business Writing - ENC3213, ENC3204, ENC3249, ENC4260; Art/Photography: ARH, ART, GRA, PGY; Religion: REL, ASN, HBR, etc.; Modern Languages: SPN, FRE, ITA, GER, RUS, LAT, HAI, JPN, CHI, POR, KOR, LIN, PRT; and Women's and Gender Studies: WST. Students may also choose a variety of Business Minors and Certificates. Please consult with advisor before selecting a minor or certificate.