

Undergraduate Major Map

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

Fall Term 2021				
PRAAC is a LIMITED ENROLLMENT PROGRAM: students must have a min 2.85 cumulative GPA. May use UCC Social Science Group Two course to satisfy the Global Learning requirement. (2) See endnotes.				Term GPA: 2.85 Term Hours: 13 Cum GPA: 2.85 Cum Hours: 13
Course Group	Course Required	Course Description	Credit Hours	Course Notes
UCC First Year Experience	SLS 1501	First Year Exper	1	
UCC Communication	ENC 1101	Writing and Rhetoric I	3	
UCC Social Science Group One			3	Select any.
UCC Mathematics Group One			3	Select from the following: MGF 1107 or MGF 1106. MGF 1107 recommended. (1) See endnotes.
UCC Arts			3	Select SPC 2608.

Spring Term 2022				
				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 25
Course Group	Course Required	Course Description	Credit Hours	Course Notes
UCC Communication	ENC 1102	Writing and Rhetoric II	3	
UCC Mathematics Group Two			3	Select one of the following: CGS 2518, COP 2210, PHI 2100, MTG 1204, STA 2112.
General Electives			3	See endnotes.
UCC Social Science Group Two			3	Select one of the following: SYP 3000, SOP 3015, SPC 3210, GEA 2000, AFA 2004, COM 3461, ANT 3241.

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Summer Term 2022 Credits taken in Summer will go towards satisfying the Summer Enrollment requirement. (3) See endnotes.				Term GPA: 2.85 Term Hours: 9 Cum GPA: 2.85 Cum Hours: 31
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Core Requirements	IDS 3309	How We Know What We Know	3	Core requirement for major. IDS3309 can be used to satisfy UCC Humanities Group 2.
UCC Humanities Group One			3	Select any.
General Electives			3	See endnotes

Fall Term 2022 PRAAC is a LIMITED ENROLLMENT PROGRAM: students must have a min 2.85 cumulative GPA. MMC 3303 will be used to satisfy the Global Learning Discipline Specific requirement. (2) See endnotes. May use UCC Humanities Group Two course to satisfy the Global Learning requirement. (2) See endnotes MMC3123 will be replaced COM3714 (7) See endnotes.				Term GPA: 2.85 Term Hours: 13 Cum GPA: 2.85 Cum Hours: 44
Course Group	Course Required	Course Description	Credit Hours	Course Notes
UCC Humanities - Group Two			3	Select any course except IDS 3309. Recommend to take another Humanities course. See endnotes
Core Requirements	COM 3714	Fnd. of Comm.	3	Core Requirement
Core Requirements	MMC 3303	Global Media and Society	3	Core requirement.
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.
Core Requirements	PUR 1951	PRAAC Orientation	0	Core requirement.

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Spring Term 2023 Student needs to be evaluated at the end of this semester (nearing the 60 CRH). Student should complete the program core by the end of this semester. VIC3400 may be used to satisfy the Global Learning Discipline Specific requirement. (2) See endnotes.					Term GPA: 2.85 Term Hours: 13 Cum GPA: 2.85 Cum Hours: 57
Course Group	Course Required	Course Description	Credit Hours	Course Notes	
SCJ Core	VIC 3400	Vis Design Global Media	3	Core requirement.	
SCJ Core	MMC 4200	Law And Ethics	3	Core requirement.	
Major Specific: Principles of	PUR 3000	Principles Of P. R.	3	Or ADV3008-Principles of Advertising. Major Specific Requirement.	
UCC Natural Science - Group Two			3	(1) See endnotes Take Lecture with corresponding Lab.	
UCC Natural Science - Group Two			1	(1) See endnotes Take Lecture with corresponding Lab.	

Summer Term 2023 Credits taken in Summer will go towards satisfying the Summer Enrollment requirement. (3) See endnotes.					Term GPA: 2.85 Term Hours: 6 Cum GPA: 2.85 Cum Hours: 63
Course Group	Course Required	Course Description	Credit Hours	Course Notes	
General Electives			3	See endnotes.	
General Electives			3	See endnotes.	

Fall Term 2023 PRAAC is a LIMITED ENROLLMENT PROGRAM: students must have a min 2.85 cumulative GPA.					Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 75
Course Group	Course Required	Course Description	Credit Hours	Course Notes	
Major Specific Requirements	ADV 4323	Branding and Social Media	3	Major specific requirement.	
General Electives			3	See endnotes.	
General Electives			3	See endnotes.	
Major Specific Requirements	COM 3520	Design Comm Strategies	3	Major specific requirement.	

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Spring Term 2024 Meet with Advisor for Pre-graduation/ 90 credit degree check.				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 87
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	COM 4310	Research Meth Comm	3	Major specific requirement.
Specialization Courses			3	See endnotes.
General Electives			3	See endnotes.
General Electives			3	See endnotes.

Summer Term 2024 Credits taken in Summer will go towards satisfying the Summer Enrollment requirement. (3) See endnotes.				Term GPA: 2.85 Term Hours: 6 Cum GPA: 2.85 Cum Hours: 93
Course Group	Course Required	Course Description	Credit Hours	Course Notes
Major Specific Requirements	PUR 4100	Writing For PR	3	Major specific requirement.
Specialization Courses			3	See endnotes.

Fall Term 2024 Apply for Spring graduation.				Term GPA: 2.85 Term Hours: 12 Cum GPA: 2.85 Cum Hours: 108
Course Group	Course Required	Course Description	Credit Hours	Course Notes
AREA OF CONCENTRATION			3	
Major Specific Requirements	PUR 4101	Digital Editing and Design	3	Major specific requirement.
AREA OF CONCENTRATION			3	See endnotes.
Specialization Courses			3	See endnotes.

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Spring Term 2025				Term GPA: 2.85
				Term Hours: 12
				Cum GPA: 2.85
				Cum Hours: 120
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.
AREA OF CONCENTRATION			3	See endnotes.
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

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/university-core-curriculum.html> or speak with your advisor. Students requesting to be transient must receive 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, which must be taken from the University Core Curriculum (UCC).

-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., UCC Communication, UCC Mathematics, and Gordon Rule with Writing (GRW) courses) must be completed with a minimum grade of "C." This requirement must be fulfilled within the first 60 credits. Students are required to complete at least two Gordon Rule with Writing (GRW) designated courses.

(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, FLAT or transfer credit. Contact your advisor for more information.

(6) UCC Mathematics: Math courses are categorized into either Group One or Group Two. One math course from each group is required unless the first math taken is from Group Two and has an immediate prerequisite in Group One. In this case, students will take two Math courses from Group Two. However, one of the two Math courses must have a MAC, MGF, or MTG prefix.

(6) UCC Humanities Group 2: If IDS 3390 is taken to satisfy UCC, you will need to select another upper division

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3000/4000 level elective to make up last 60 credits.

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.

(7) 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 (3000/4000) 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.