

School of Journalism and Mass Communication

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Master of Science in Mass Communication

The School of Journalism and Mass Communication is fully accredited by the Accrediting Council on Education in Journalism and Mass Communications. Only 25 percent of all Schools of Journalism and Mass Communication in the United States are fully accredited. The graduate program of the School of Journalism and Mass Communication offers professional education leading to the M.S. in Mass Communication with current specializations in student media advising, global strategic communications, and Spanish-language journalism. The orientation of the graduate program is primarily professional, not theoretical. The program is designed to enhance graduates' abilities to work in the mass communication professions.

Admission Requirements

To be eligible for admission to the graduate program, applicants must meet the following requirements:

1. All applicants must have a bachelor's degree from a regionally accredited college or university.
2. All candidates must show promise of success in graduate studies. Applicants must meet the following

criteria, in addition to any program-specific requirements:

- A. Meet minimum GPA: Candidates must have a minimum grade point average (GPA) of 3.0 earned during the last 60 hours of upper-level work.
 - B. Students must submit a 500-750 word essay. Topic should reflect why the program is a suitable fit for the applicant's needs.
 - C. Students applying to the Global Strategic Communications must submit an essay. Topic should reflect professional goals consistent with the objectives of the master's program.
 - D. Students must submit a professional and current resume.
3. International graduate student applicants whose native language is not English are required to submit a score for the Test of English as a Foreign Language (TOEFL) or for the International English Language Testing System (IELTS). A total score of 80 on the iBT TOEFL or 6.5 overall on the IELTS is required. A minimum TOEFL score of 500 for the Spanish Language Program and 550 for the Global Strategic Communications Program is acceptable. Candidates who have passed the TOEFL more than two years before they apply for admission to the program have to repeat the test with the required score.
 4. Students applying to the Global Strategic Communications program are required to take the GRE, GMAT, LSAT or alternative standardized test utilized for graduate school admission. Those who can demonstrate a record or professional accomplishment, hold a master's degree from a regionally accredited college or university and/or demonstrate exceptional academic credentials may petition for a waiver of the standardized exam requirement. Students applying to the Spanish Language Program are required to take the EXADEP or GRE with no minimum required score.
 5. Students applying to the Global Strategic Communications – Creative Track program will not be required to take the GRE, but will be subject to a rigorous portfolio review of their creative work for admission.
 6. Two letters of recommendation are required of all applicants applying to the GSC program.

Application Procedures

A student applying for admission to the graduate program must:

1. Complete online graduate admissions application available at <http://gradschool.fiu.edu>.
2. Have two official copies of transcripts from all colleges or universities attended sent to the Graduate Admissions Office. (Copies submitted by applicants will be rejected.)
3. Submit appropriate test scores and documents to the Graduate Admissions Office.

Admission Deadline

Students should adhere to the Florida International University graduate admissions deadlines for Fall, Spring and Summer terms. These deadlines are listed in the Graduate Catalog in the Graduate Admission section.

Note that domestic students and international students have different deadlines. The current deadlines are as follows:

Domestic Students

Fall June 1st
Spring October 1st
Summer March 1st

International Students

Fall February 1st
Spring September 1st
Summer February 1st

If you have any questions regarding these deadlines, please call the Graduate Admissions office at (305) 348-2455.

Degree Requirements

Plan of Study/Commencement of Program

Upon admission to the graduate program in mass communication, each student will be assigned a faculty advisor. In most cases, this will be the coordinator of the appropriate graduate program. The advisor will be responsible for developing the student's plan of study, requesting applicable transfer of credit where appropriate, monitoring the student's academic progress, and ensuring the fulfillment of the requirements for the master's degree by completing the student's Program of Studies with the student. This will also include a timetable for completion of the work. Any changes in the plan must be approved by the faculty advisor and the appropriate chairperson. It is also the faculty advisor's responsibility to complete a Graduate GPA Course Inclusion Form for classes that are part of the master's program but were taken prior to the student's full admission and/or are lower division classes.

In addition to the development of a plan of study, the advisor must evaluate any deficiencies including, but not limited to the following areas which may require additional course work.

Competency in Statistics

Competence in the fundamentals of statistics is required of all graduate students. In order to register for MMC 5440 (Applied Research Methods in Mass Media) students must demonstrate a knowledge of statistics in one of three ways: by having taken a course in statistics within the last three years, passing an examination in the subject, or taking a special seminar, offered simultaneously with the commencement of the graduate research course.

Professional Experience

Professional experience in a field directly related to the specialization is an advantage. Applicants without such professional experience may be required to complete up to 9 credits of additional undergraduate course work and/or to complete an internship with a professional organization. After an interview with the applicant, the student's faculty advisor will determine the amount of undergraduate work and the undergraduate courses to be completed.

Transfer Credit

Students may petition the appropriate advisor to transfer up to six hours of graduate credit toward the degree. To be approved for transfer, the courses must have been previously taken at a regionally accredited college or

university; the student's advisor must judge the courses relevant to the student's plan of study; the student must not have used the credits toward another degree; the student must have earned a 'B' or higher in the courses, and meet the University requirements. No transfer courses will substitute for skills courses in any area of specialization in the SJMC master's program. All transfer credit must have been completed within the six-year period preceding the date the degree is granted.

Time Limit

All work applicable to the degree, including transfer credit, must be completed within six years of first enrollment in the master's program.

Grades

Students must maintain a minimum GPA of 3.0 in all courses required for the degree. No more than two 'C' grades will be allowed.

Professional Project, Thesis

Students complete a professional project in their areas of specialization. Work on the project generally will be completed during the final semester. Projects will be graded by the student's graduate committee. Students must receive a 'B' or higher on the project for it to be accepted. Students may also opt to do a thesis; GPA requirements are the same.

Required Courses

To earn the M.S. in Mass Communication, students must meet the following requirements:

1. Students must take at least 30 or 36 hours of acceptable graduate credit, depending on the program. Of those hours, all courses in the SJMC taken toward graduation must be at the graduate level.
2. At least 27 hours must be in School of Journalism and Mass Communication courses.

Student Media Advising

Designed primarily for journalism teachers and/or student media advisors on all levels, the program trains teachers/advisors or those aspiring to the profession in areas related to everyday work.

Core Curriculum

All students must take the following core courses:

MMC 6402	Theories of Mass Communication	3
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6950	Professional Project	3

In addition to the core courses, students in the student media advising specialization must take the following courses:

JOU 5806	Student Media Advising	3
MMC 5207	Ethical and Legal Foundations of the Student Press	3
MMC 6213	Ethics and Social Responsibility	3
VIC 5205	Trends in Graphics and Design	3

Students must also take two additional three-credit graduate courses in the School of Journalism and Mass Communication in an appropriate area of emphasis. Courses must be approved by the student's advisor.

Nine hours must be in a field of concentration outside the School of Journalism and Mass Communication. A minimum of three of those credits have to be at the graduate level (5000 or 6000 level).

For additional information about the Student Media Advising program please call (305) 919-5625 or email sjmc@fiu.edu.

Global Strategic Communications

This program is designed to give students a general background in strategic communications and to help them prepare for advancement in advertising, public relations, and integrated communications careers while providing knowledge and understanding for addressing global, national, and local audiences and communication issues. Most students complete the program in 18 to 24 months.

In addition, this GSC program can be completed fully-online in only one year. More information about this program can be found at <http://sjmc-med.fiu.edu/gsonline>.

Core Curriculum: (15 credits)

All students must take the following core courses:

MMC 6402	Theories of Mass Communication (must be taken the first year)	3
MMC 5440	Applied Research Methods in the Mass Media (must be taken the first year)	3
MMC 6950	Professional Project	3
	or	
MMC 6970	Mass Communication Master's Thesis (prereq: completion of 27 credit hours)	3
PUR 6607	Global Strategic Communication Management	3
MMC 6213	Ethics and Social Responsibility	3

GSC Required Electives: (15 credits)

Choose five of the following:

PUR 6610	Global Reputation Management	3
DIG 5569	Digital Media Management	3
PUR 6806	Global Account Planning	3
MMC 6416	Media Planning	3
DIG 5167	Social Media Metrics and Evaluation	3
MMC 6412	Applied Media Communication Skills	3
MMC 5932	Special Topics Seminar	3
MMC 5306	Global Communications	3
PUR 5406	Multi-Cultural Communications	3
ADV 6805C	Advertising and Public Relations Creative Strategy	3
MMC 6900	Independent Study	3

For additional information about the Global Strategic Communications program, please call (305) 919-5625 or email sjmc@fiu.edu.

Global Strategic Communications – Creative Track

The Global Strategic Communications creative program is a rigorous, tuition-plus-fee program that is limited to a select number of qualified students who have shown above average creative potential and wish to combine a theoretical knowledge of communications with a more in-depth exposure to creative concepts. A portfolio review is required for admission.

The Global Strategic Communications - Creative Track incorporates these unique features:

- Unique combination of academic and creative courses
- Interaction with top creative professionals
- Access to Miami Ad School guest speakers, courses and facilities
- Five semesters of courses, offered on a lock-step basis
- The option of a semester away and internships at top advertising agencies

For more detailed information about the Global Strategic Communications - Creative Track please call (305) 919-4023 or by email sjmc@fiu.edu.

Core Curriculum: (21 credits)

Being a lockstep program, all students must take the following core courses: 21 credits

MMC 6402	Theories of Mass Communication	3
MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6950	Professional Project	3
ADV 6805C	Advertising and Public Relations Creative Strategy	3
PUR 5406	Multi-Cultural Communications	3
MMC 5306	Global Communications	3
VIC 5205	Trends in Graphics & Design	3

In addition, all students must take the following skills courses at partner school, Miami Ad School: 15 credits

PUR 6935	Advanced Communications Seminar	3
ADV 6503	Seminar in Advanced Creativity	12

Spanish-language in Multimedia Journalism

The Spanish-language journalism track is geared toward Spanish-speaking students educated in the United States who wish to expand their professional options in the Spanish-language media market. It is also designed for Latin American students and journalists who need to acquire writing and reporting skills to work for Spanish print or broadcast media.

This is a one-of-a-kind program offered entirely in Spanish, and it specializes in investigative journalism, a concept incorporated in all the skills courses.

The program, designed to start in the fall, may be completed in one year and consists of 36 credits (12 courses of three credits each). Two are electives and can be taken outside SJMC. The courses are only offered once a year in the semester indicated below, except for the Final Professional Project, which is offered in the fall, spring and summer terms.

Course Offerings: (36 credits)

MMC 6108	Theories of Mass Communication & Writing	3
JOU 6185	Reporting Social and Ethnic Issues	3
MMC 5440	Applied Research Methods	3
JOU 6107	New Media Techniques	3
JOU 6118	Investigative Journalism	3
JOU 6119	Advanced News Writing	3
MMC 6257	Media Management and Entrepreneurship	3
RTV 6309	Visual Storytelling and Production	3
MMC 6635	Ethics and Social Responsibility	3

Elective (graduate level approved by the coordinator)	3
Elective (graduate level approved by the coordinator)	3
MMC 6950 Mass Communication Professional Project	3
MMC 6951C Professional Project II (if needed)	1

For additional information about the Spanish-language Journalism program please call (305) 919-4169 or email sjmc@fiu.edu.

Spanish-language Journalism with a Track in Latin American and Caribbean Studies

The Spanish-language Master's Program in Journalism with a track in Latin American and Caribbean Studies is designed for graduate students who are new to journalism, and for those who want to further their knowledge in this field. It also offers them the opportunity to specialize in areas of political science that are fundamental for journalists who want to cover Latin American issues. This interdisciplinary program will enable students to delve into the political and historical Latin American context of the stories they will cover as reports. As a result, they have a better understanding of the issues they will be confronted with; they will produce in-depth journalistic work.

The program will consist of 36 credits (12 courses of three credits each). Four courses will be offered through the Latin American and Caribbean Center (LACC) [in English] and eight by the School of Journalism and Mass Communication (SJMC) [in Spanish]. The professional Project must be completed in Spanish, and it will be supervised and graded by faculty members of SJMC's Spanish-Language Master's Program in Journalism.

Course Offerings: (36 credits)

LACC Courses

INR 6008 Colloquium in International Studies	3
LAS 6003 Survey of Latin America and the Caribbean	3
LAH 5935 Topics in Latin American History	3

SJMC Courses

JOU 6193 Thinking Like a Writer	3
JOU 6119 Advanced News Writing	3
RTV 6309 Visual Storytelling and Production	3
MMC 6402 Theories of Mass Communication	3
JOU 6107 New Media Techniques	3
MMC 5440 Applied Research Methods	3
JOU 6118 Investigative Journalism	3
MMC 6950 Professional Project	3

For additional information about the Spanish-language Journalism program please call (305) 919-4169 or email sjmc@fiu.edu.

Spanish-English Language Journalism Track

The Spanish-English language journalism track caters to Spanish-speaking students educated in the United States who wish to expand their professional options in the English-language and rich Spanish-language media market. It is also designed for Latin American students and journalists who need to acquire writing and reporting skills to work for Spanish and English print and broadcast media.

The courses and the bilingual component of this program also intend to meet a demand for bilingual training in journalism in the United States, stemming from increasing media coverage of Hispanic communities and the consequent need for multi-ethnic newsrooms.

The Spanish-English Master's Program in Journalism consists of 36 credits (12 courses of three credits each). Six are offered in English and six, in Spanish. Of the six courses in English, two are offered in areas outside journalism. Students must complete their final project in English.

Course Offerings: (36 credits)

Courses in Spanish

JOU 6193 Thinking Like a Writer	3
JOU 6119 Advanced News Writing	3
RTV 6309 Visual Storytelling and Production	3
JOU 6107 New Media Techniques	3
MMC 5440 Applied Research Methods	3
RTV 6xxx Advanced On-Camera Reporting	3

Courses in English

MMC 6402 Theories of Mass Communication	3
VIC 6005 Web Design for Journalists	3
JOU 6118 Investigative Journalism	3
MMC 6950 Professional Final Project	3

Courses in English (outside SJMC)

INR 6008 Seminar on Latin American Politics	3
LAH 5935 Comparative History of State and Society in Latin America	3

For additional information about the Spanish-language Journalism program please call (305) 919-4169 or email sjmc@fiu.edu.

Business Journalism Track

Admission Requirements

To be considered for admission to the graduate program in the School of Journalism and Mass Communication (SJMC), the following criteria must be met:

- **Degrees**
A student seeking admission into a graduate program of the University must have a bachelor's degree or equivalent from a regionally accredited institution or, in the case of foreign students, an institution recognized as an institution of higher learning.
- **Minimum GPA**
A minimum grade point average (GPA) of 3.0 earned during the junior and senior undergraduate years.
- **Entrance Examination**
The Graduate Record Examination (GRE) is required for admission into all programs taught in English. In some cases, the Graduate Management Admission Test (GMAT) is accepted upon the approval of the graduate coordinator. GRE scores with a minimum of 153 on the verbal portion. Graduates of non-U.S. institutions must be academically eligible for further study in the country where the degree was earned. International graduate student applicants whose native language is not English are required to submit a score for the Test of English as a Foreign Language (TOEFL) or for the International English Language Testing System (IELTS). Applicants must receive a total of 80 on the iBT TOEFL – equivalent to 550 on the paper-based version, or 213 on the computer-

based version of the Test of English as a Foreign – or 6.5 overall on the IELTS.

- **Resume**

All applicants must submit a professional resume.

Course Offerings: (36 credits)

SJMC

JOU 6358	Business Reporting: Public Affairs	3
JOU 6352	Advanced Business Feature Writing	3
JOU 6931	Special Topics/Economic News Reporting	3
MMC 5932	Special Topics in Journalism/Advanced Economics Reporting	3
JOU 6355	Applied Research Methods in Business Journalism	3
JOU 6125	The Cyberjournalist	3
MMC 6950	Mass Communication Professional Project	3
MMC 6402	Theories of Mass Communication	3

Business

ACG 6026	Accounting for Managers	3
FIN 5307	Financial Markets and Analysis	3
FIN 6428	Corporate Finance	3

General

One course from the following:

FIN 6656	Latin American Financial Markets	3
FIN 6638	International Capital Markets	3
ECS 5406	Latin American Economies	3
ECS 7435	Economics of the Caribbean	3
ECS 7445	Economics of Central America	3
ECO 5709	The World Economy	3
ECO 5735	Multinational Corporations	3
CPO 6105-6721	Seminars on Regional Politics	3
MAR 6805	Marketing Management in the Global Environment	3
MAN 6606	International Business Environment	3
INR 5007-6936	Seminar on International Politics	3

For additional information about the Business Journalism program please call (305) 919-4169 or email sjmc@fiu.edu.

Certificate Programs

Student Media Advising

This professional certificate program is designed primarily for journalism teachers and for student media advisors on all levels and for those aspiring to the profession. This certificate program is open to both degree- and non-degree seeking students. This program will satisfy the requirements of the certification, recertification or incentive credits for current public school teachers in the field. The Certificate in Student Media Advising requires 15 credits to be taken as follows:

Required Courses: (9 credits)

JOU 5806	Student Publications Supervision	3
MMC 5207	Ethical and Legal Foundations of the Student Press	3
VIC 5205	Trends in Graphics and Design	3

Elective Courses: (6 credits)

Students must take two of the following:

MMC 6402	Theories of Mass Communication	3
MMC 6213	Ethics and Social Responsibility	3
PUR 4101	Digital Editing and Design	3

or

other courses upon approval of the faculty advisor.

For additional information about the Student Media Advising program please call (305) 919-5625 or email sjmc@fiu.edu.

Global Strategic Communications

The objective of the Global Strategic Communications certificate is to train interested community professionals in up-to-date strategies and methodologies in global strategic communications. This certificate program is open to non-degree-seeking students only.

Required Courses: (9 credits)

PUR 6607	Global Strategic Communication Management	3
PUR 6806	Global Account Planning	3
MMC 5306	Global Communications	3

Plus any two of the following: (6 credits)

MMC 5440	Applied Research Methods in the Mass Media	3
MMC 6213	Ethics and Social Responsibility	3
PUR 5406	Multi-Cultural Communication	3
PUR 6935	Advanced Communications Seminar	3
ADV 6805C	Advertising and Public Relations Creative Strategy	3

For additional information about the Global Strategic Communications program, please call (305) 919-5625 or email sjmc@fiu.edu.

Spanish-language Journalism: Investigative Reporting

The objective of the Professional Certificate in Spanish-language Journalism is to develop skills and techniques that will allow working journalists to be more responsive to the demands of their profession as well as the opportunity to become more familiar with Spanish-language journalism in general. The focus of the program will be on reading, writing, and thinking. All courses will be taught in Spanish. Some courses may be offered off-campus. This certificate program is open to non-degree-seeking students only.

Interested students should contact the department for additional information and course requirements.

For additional information about the Spanish-language Journalism program please call (305) 919-4169 or email sjmc@fiu.edu.

Joint Certificate in Integrated Marketing Communications: Latin American Certification

The Joint Graduate Certificate in Integrated Marketing Communications: Latin American Certification is an 18-hour program with two required courses each from ICAP and International Relations, plus several electives from both areas. The objective of this graduate level certificate program is to prepare working communications professionals with the skills necessary to develop and implement communications programs in Latin America. It is also appropriate to provide international relations professionals who have gained communications responsibilities with a broad overview of the basic

concepts and tasks of mass communications. This certificate program is open to non-degree-seeking students only.

Required Courses – ICAP Program

PUR 6806	Global Account Planning (Prerequisite: Permission of the instructor)	3
PUR 6607	Global Strategic Communication Management (Prerequisite: PUR 6806)	3

Elective Courses – ICAP Program

MMC 6402	Theories of Mass Communication (Prerequisite: Permission of the instructor)	3
PUR 6935	Advanced Communications Seminar (Prerequisite: Permission of the instructor)	3

Required Courses – International Relations

INR 6107	U.S. Foreign Policy	3
INR 6609	Dynamics of International Relations in the 20th Century	3

Elective Courses – International Relations

INR 4031	The Media and International Relations	3
INR 6089	International Relations and Human Rights	3
INR 6209	Comparative Foreign Policy of Latin America	3
INR 6604	International Relations Theory I	3
INR 6606	Political Psychology of International Relations	3

Current selections from the Latin American and Caribbean Center as offered.

For additional information about the Integrated Marketing Communications program please call (305) 919-5625 or email sjmc@fiu.edu.

Course Descriptions

Definition of Prefixes

ADV-Advertising; COM-Communications; DIG-Digital Media; JOU-Journalism; MMC-Mass Media Communication; PUR-Public Relations; RTV-Radio: Television; VIC-Visual Communication.

All courses required for the degree will be offered at least once during the term of the student's enrollment.

ADV 6355 Advertising and Society (3). The relationship between advertising, economic, political, moral, and ethical issues.

ADV 6503 Seminar in Advanced Creativity (3). Theoretical and practical application of variable topics including creative problem solving, design, web advertising, pop culture, and IMC tools. Progressive level of difficulty. Prerequisite: Permission of the instructor.

ADV 6805C Advertising and Public Relations Creative Strategy (3). Focuses on the conceptualization of breakthrough strategies and their application to all integrated communication tools. (Offered at least once a year).

COM 5606 Environmental Communication (3). This graduate level course is designed to bring theoretical principles and professional skills associated with mass

communication together with environmental issues and themes. Prerequisites: Completion of the six-credit project or internship requirement (EVR 5907) and permission of the instructor or department.

DIG 5167 Social Media Metrics and Evaluation (3). This course introduces strategic aspects of social media analytics by highlighting metrics for assessing effectiveness of social media strategies for global advertising, public relations and marketing.

DIG 5569 Digital Media Management (3). This course examines various methods and perspectives of managing digital media platforms and content.

JOU 5806 Student Media Advising (3). Designed to assist teachers and advisors of journalism at the high school and junior college level, this course emphasizes the technical aspects of producing student newspapers, yearbooks, and magazines, as well as the legal and ethical considerations facing today's advisor. In addition, attention is given to matters pertaining to curriculum and methodology for effective journalistic instruction. (Offered at least once a year).

JOU 6107 New Media Techniques (3). This course will develop skills in news writing for TV, radio, and print platforms and their respective online converged multimedia formats. Prerequisite: Graduate standing.

JOU 6118 Investigative Journalism (3). The emphasis in this class is on the new media and the possibilities of combining basic news reporting and writing skills with new electronic resources and tools available to journalists.

JOU 6119 Advanced News Writing (3). This course will study the various kinds of advanced reporting and writing techniques a master level journalism student is expected to dominate before graduation. Prerequisite: JOU 6193.

JOU 6125 The Cyberjournalist (3). Students progress beyond a simple knowledge of how to use electronic databases into the realm of mining and manipulating vast data pools such as the U.S. Census.

JOU 6183 Judicial System Reporting (3).

JOU 6185 Reporting Social and Ethnic Issues (3). This course is an introduction to basic elements of journalistic storytelling with special emphasis in how to broaden the understanding on social and ethnic issues. Prerequisite: Graduate standing.

JOU 6186 Covering Social and Ethnic Issues (3). Theme coverage on race, gender, and ethnicity. Enterprise reporting with significance and context, and with its legal, social, political, economic, and ethical implications of diversity.

JOU 6187 Covering the City III (3). Students produce the prototype for a city magazine, from start to finish. Readings: a broad sampling of magazines.

JOU 6193 Thinking Like a Writer (3). Principles and techniques that are common to good writing, regardless of the medium. Students learn to read, observe and think as writers.

JOU 6194 Thinking Like a Writer II (3). Continuation of 1st writing course, with emphasis on elegance at sentence level. Also explores interrelationships of storytelling, editing and design. Readings: Poynter anthology.

JOU 6196 Thinking Like a Writer III (3). Continuation of 1st and 2nd semester writing courses, with emphasis on producing the long piece. Direct support of the writing of Professional Project. Readings/viewings: Pulitzer, Emmy winners.

JOU 6352 Advanced Business Feature Writing (3). Advanced study in the development of in-depth business articles, emphasizing the crucial role of bright writing and eye-catching graphics.

JOU 6355 Applied Research Methods in Business Journalism (3). Techniques in locating and understanding financial data of corporations and other entities whose finances are subject to public disclosure as well as demographic and economic research produced by government, universities, and private research organizations.

JOU 6358 Business Reporting: Public Affairs (3). Advanced study in the use of economic analysis and financial investigation to analyze social and demographic trends for business reporting.

JOU 6931 Seminar on Special Topics (1-3). Instruction in specialized areas of journalism. Prerequisite: Graduate standing.

MMC 5207 Ethical and Legal Foundations of the Student Press (3). Examines ethical and legal foundations underlying the operation of the student press on American campuses, stressing both rights and responsibilities and how to organize publications to protect both. (Offered at least once a year).

MMC 5306 Global Communications (3). This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

MMC 5440 Applied Research Methods in the Mass Media (3). An advanced course in the acquisition and use of secondary data, including media data, as well as the design, execution and utilization of research studies. Students will conduct an original proprietary study. (Offered at least once a year).

MMC 5655 Mass Communication and the Environment (3). The course brings theoretical principles and professional skills associated with media communication together with environmental issues. Prerequisites: Graduate standing or permission of the instructor.

MMC 5932 Special Topics Seminar (3). A variable topic seminar dealing with issues of interest to the community. Examples are rights of high school journalists, cable TV, the use of mini-computers in creative communication. Prerequisite: Permission of the instructor. (Offered at least once a year).

MMC 6108 Theories of Mass Communication and Writing (3). The course examines writing theories and processes and explores media responsibility to society including communication principles and techniques found in contemporary communication theories.

MMC 6213 Ethics and Social Responsibility (3). This course familiarizes students with professional ethics and

standards in advertising and public relations and examines the regulatory environment in which strategic communication takes place. Prerequisite: Permission of the instructor. (Offered at least once a year).

MMC 6257 Media Management and Entrepreneurship (3). Introduction to the basic functions of media management with an emphasis on television and new media in a global marketplace; provides an understanding of business models and decision-making processes.

MMC 6402 Theories of Mass Communication (3). Examines theories and processes of mass communication as well as media responsibility to society and the social and ethical responsibility of communicators. (Offered at least once a year). Prerequisite: Permission of the instructor.

MMC 6412 Applied Media Communication Skills (3). This advanced skills course covers a broad range of written, interpersonal, social media, presentation, and team communication skills for the advertising, marketing and public relations professions.

MMC 6416 Media Planning (3). This course is intended to be a survey of the media planning discipline of advertising. Prerequisite: Permission of the instructor.

MMC 6900 Independent Study (3). Specialized intensive study in an area of special interest to the student with a focus on directed, independent research. Prerequisites: Requires prior approval by instructor, graduate standing, and full admittance in the program.

MMC 6940 Graduate Internship in Strategic Communication (1-3). On-the-job learning in activity at selected and approved organizations. May include advertising and PR agencies, as well as private, governmental or non-profit organizations. Prerequisite: Graduate standing.

MMC 6950 Mass Communication Professional Project (1-3). Designed to demonstrate student's excellence in an area of communication studies. Prerequisites: Permission of the instructor, 24 credit hours to align with the GSC track requirements; this would not apply to Spanish Language Journalism Program.

MMC 6951C Professional Project II (1). Demonstrates the student's excellence in an area of communication study. Must be taken if student doesn't complete MMC 6950 in one semester. Prerequisite: MMC 6950.

MMC 6970 Mass Communication Master's Thesis (1-3). This course is designed to demonstrate the student's excellence in an area of communication study. This course provides guidelines and direction to graduate students completing their Master's Thesis. Prerequisites: Completion of 27 credit hours, MMC 5440.

PUR 5406 Multi-Cultural Communications (3). Explores the multicultural dimensions of communications with diverse audiences within the United States.

PUR 6607 Global Strategic Communication Management (3). This course acquaints students with the professions and practice of global advertising and public relations in a multicultural world. Prerequisite: PUR 6806.

PUR 6610 Global Reputation Management (3). This course introduces students to the role and value of

strategic communication in developing and sustaining an organization's global reputation.

PUR 6806 Global Account Planning (3). This course introduces students to contemporary account planning and global strategic communication techniques. Prerequisite: Permission of the instructor. (Offered at least once a year).

PUR 6935 Advanced Communications Seminar (3). The class will consist of a series of readings, discussions and presentations to immerse students in contemporary issues in Advertising and Public Relations. Prerequisite: Permission of the instructor. (Offered at least once a year).

RTV 5801 Telecommunication Management Structures (3). Intensive study of telecommunication management problems, theory of same, solutions of same through practical application and examination of case studies. Prerequisite: Graduate standing.

RTV 5935 Seminar in International Comparative Broadcasting Systems (3). Introduction to international telecommunication systems with special emphasis on broadcasting. Comparison with other countries. Prerequisite: Graduate standing or permission of the instructor.

RTV 5936 Seminar in New Mass Communication Technologies (3). Discussion of new communication technologies and their influence on the society. Prerequisite: Graduate standing.

RTV 6237 On Camera Reporting (3). Techniques to strengthen "on camera" reporting skills. Students will be challenged to share their progress, design story ideas, and improve creative and communicative skills in front of a TV camera. Prerequisite: RTV 6309.

RTV 6309 Visual Storytelling and Production (3). The course is designed to teach students the reporting, pre-production and production skills required in multimedia journalism. Prerequisite: MMC 4940.

RTV 6465C Field Production Practicum (3). The student will be responsible for the organization and complete pre-production, production, and post-production of his/her project(s). Prerequisite: Graduate standing.

RTV 6468C Studio Production Practicum (3). The student will be responsible for the organization and complete pre-production, production and post-production of his/her project(s). Will also be required to do directing and I.D. work. Prerequisite: Graduate standing.

RTV 6937 Decision Making in Broadcast Journalism (3). The roles and ratings, research, visuals, technology and non-news management in choice of news personnel, assignments, content and scheduling. analysis of legal and ethical implications. Prerequisite: Graduate standing.

VIC 5205 Trends in Graphics and Design (3). Design principles and how they relate to trends in student and professional media, including newspapers, magazines and yearbooks. Deals with graphics, packaging, typography and modern design. Prerequisite: Permission of the instructor. (Offered at least once a year). (Supplies fee assessed).

VIC 6005 Web Design for Journalists (3). The course explores the relationship between images and messages in the media and how journalists can best convey information in web page formats.