

## Communication

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## Master of Science in Mass Communication

The Department of Communication in the School of Communication and Journalism offers professional graduate education leading to the M.S. degree in Mass Communication.

There are four programs that lead to the M.S. Degree in Mass Communication:

- Global Strategic Communications on-campus program
- Global Strategic Communications online program
- Global Strategic Communications/Miami Ad School program
- Spanish Language Journalism program

The Global Strategic Communications online program features specializations in corporate communication management, conflict resolution and consensus building, and digital media management. The orientation of the graduate program is primarily professional, designed to enhance graduates' abilities to work in strategic communication professions. However, students wishing to pursue further graduate study may select courses that will prepare them for academic research.

### Admission Requirements

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

1. All applicants must have a four-year 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 applying to the Global Strategic Communications program must submit an essay. Topic should reflect professional goals consistent with the objectives of the master's program.
  - C. Students must submit a professional and current resume.

D. Students must submit 2 letters of recommendation from individuals suited to evaluate their potential as a graduate student.

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 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.

The following is standardized exam requirement information for the programs leading to an M.S. in Mass Communications:

- a) 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. There is no minimum score requirement for those who take the standardized exam for the Global Strategic Communications program.
- b) Students applying to the Spanish Language Program are required to take the EXADEP or GRE with no minimum required score.
- c) 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.

### Application Procedures

A student applying for admission to the graduate program must:

1. Complete online graduate admissions application available at <http://gradschool.fiu.edu>.
  - A. 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.)
  - B. 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. Additionally, application deadlines are different for the Global Strategic Communications online program. The current deadlines for the on-campus programs are as follows:

#### Domestic Students

Fall	June 1 <sup>st</sup>
Spring	October 1 <sup>st</sup>

Summer March 1<sup>st</sup>

**International Students**

Fall February 1<sup>st</sup>  
 Spring September 1<sup>st</sup>  
 Summer February 1<sup>st</sup>

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 each student will be advised on their plan of study by a faculty advisor. In most cases, this will be the director 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. 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.

**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, if necessary.

**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 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. 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 hours of acceptable graduate credit. Of those hours, all courses taken toward graduation must be at the graduate level.
2. At least 27 hours must be taken in the School of Communication and Journalism, unless otherwise approved by the Department chair.

**Global Strategic Communications (30 credits)**

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 12 months if taken full time.***

**Core Curriculum: (15 credits)**

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
PUR 6607	Global Strategic Communication Management	3
MMC 6213	Ethics and Social Responsibility	3
MMC 6950	Professional Project	3
	<i>(prereq: completion of 21 credit hours)</i>	

**GSC Required Electives: (15 credits)**

Choose five of the following:

ADV 6805C	Advertising and Public Relations Creative Strategy	3
DIG 5569	Digital Media Management	3
DIG 5438	Storytelling and Digital Content Creation	3
DIG 5167	Social Media Metrics and Evaluation	3
MMC 5268	Communication in The Digital Age	3
MMC 6412	Applied Media Communication Skills	3
MMC 5932	Special Topics Seminar	3
MMC 5306	Global Communications	3
MMC 6135	Multimedia Production and Design	3
MMC 6416	Media Planning	3
MMC 6900	Independent Study (with permission)	3
MMC 6940	Graduate Internship (with permission)	3
PUR 5406	Multi-Cultural Communications	3
PUR 6610	Global Reputation Management	3
PUR 6690	Strategic Facilitation	3

PUR 6806	Global Account Planning	3
PUR 6935	Advanced Communication Seminar (Crisis and Issues Management)	3
PUR 5690	Communication for Change Management	3
LBS 5485	Fundamentals of Conflict Resolution	3
LBS 5465	Mediation Techniques	3
LBS 5990	Organizational Conflict and Dispute Resolution Systems	3

Students may earn a graduate certificate in Conflict Resolution and Consensus Building from the FIU Center for Labor Research and Studies along with the M.S. degree in Global Strategic Communication. To complete this certificate students must take the three LBS electives, and PUR 5690 and PUR 5476, as part of their 30 credits toward the Master's degree.

## Global Strategic Communications – Creative Track (39 credits)

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

### 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
MMC 6213	Ethics and Social Responsibility	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

## Certificate Programs 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 [simc@fiu.edu](mailto:simc@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 5438 Strategic Storytelling and Digital Content Creation (3).** This course offers a view of storytelling paradigms and provides the opportunity to apply digital storytelling for strategic purposes using interactive multimedia tools.

**DIG 5569 Digital Media Management (3).** This course examines various methods and perspectives of managing digital media platforms and content in a strategic communication setting.

**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 5268 Communication in the Digital Age (3).** This course is designed to develop and enhance students' understanding of the foundations for digital communication, including an overview of the historical development of digital communication.

**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 5409 Science, Health Environment and Risk Communication (3).** This graduate course is an advanced communication course designed to introduce students to theory, research and contemporary issues in communicating science, health, environment and risk.

**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 6135 Multimedia Production and Design (3).** The course offers introduction in the theory and practice of multimedia production including digital photography, videography, non-linear video editing and sound design.

**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 5476 Communication for Change Management (3).** This course is designed to provide students with the communication strategies necessary to effectively navigate organizational change through case studies, role plays and analytical essays.

**PUR 6477 Strategic Facilitation (3).** This course focuses on the theories and techniques to conduct strategic facilitation. Students learn facilitation skills, and enhanced communication skills to successfully facilitate communication.

**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).

**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 and Data Visualization (3).** Students will learn how to design, build and publish a news website and a page on social media platforms. This course will also develop the student's skills on data journalism and data visualization.