

SCHOOL OF JOURNALISM & MASS COMMUNICATION  
**GLOBAL STRATEGIC COMMUNICATIONS (On-Ground)**  
 GRADUATE ADVISEMENT FORM

NAME: \_\_\_\_\_ PANTHER ID #: \_\_\_\_\_

CONDITIONAL ADMISSION: \_\_\_\_\_

**REQUIRED COURSES (15 CREDIT HOURS)**

PUR 6607 GLOBAL STRATEGIC COMMUNICATIONS MANAGEMENT	3	_____	_____
MMC 5440 APPLIED RESEARCH METHODS <i>(must be taken in first year)</i>	3	_____	_____
MMC 6402 THEORIES OF MASS COMMUNICATION <i>(must be taken in first year)</i>	3	_____	_____
MMC 6213 ETHICS AND SOCIAL RESPONSIBILITY	3	_____	_____
MMC 6950 PROFESSIONAL PROJECT <i>(Prereq: Completion of 24 Credits)</i>	3	_____	_____

**REQUIRED ELECTIVES - CHOOSE 5 COURSES (15 CREDIT HOURS)**

PUR 6935 ADVANCED COMMUNICATION SEMINAR: CRISIS AND ISSUES MANAGEMENT	3	_____	_____
PUR 6610 GLOBAL REPUTATION MANAGEMENT	3	_____	_____
DIG 5167 SOCIAL MEDIA METRICS AND EVALUATION	3	_____	_____
DIG 5569 DIGITAL MEDIA MANAGEMENT	3	_____	_____
PUR 6806 GLOBAL ACCOUNT PLANNING	3	_____	_____
MMC 6416 MEDIA PLANNING	3	_____	_____
MMC 6412 APPLIED MEDIA COMMUNICATION SKILLS	3	_____	_____
ADV 6805 ADVERTISING & PUBLIC RELATIONS CREATIVE STRATEGY	3	_____	_____
MMC 5306 GLOBAL COMMUNICATIONS	3	_____	_____
PUR 5406 MULTICULTURAL COMMUNICATIONS	3	_____	_____
MMC 5932 SPECIAL TOPICS SEMINAR	3	_____	_____
MMC 6900 INDEPENDENT STUDY <i>(with permission of professor and associate dean)</i>	3	_____	_____

**Total 30**

Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

**GRADUATION CHECK**

ACADEMIC HONESTY FORM: \_\_\_\_\_ PROJECT PROPOSAL APPROVAL FORM: \_\_\_\_\_

PROFESSIONAL PROJECT FINAL GRADE: \_\_\_\_\_ GRADUATE GPA 3.0 OR HIGHER \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
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