FIU | Communication + Journalism
FLORIDA INTERNATIONAL UNIVERSITY

Effective Fall 2017
Last revised: 8/17/17

Bachelor of Science in Communication

Major: ADVERTISING

NAME: _____ PANTHER ID #: _____

Undergrad Reqs*= 2.85 cumulative GPA, MMC 3003	GL = GLOBAL LEARNING COURSE

2.75 minimum GPA is a graduation requirement for SJMC/MAJOR SPECIFIC sections below.	A grade of "C" or better is required in all courses listed below.

SCJ REQUIREMENTS (15 credits)			Credit	Semester Completed	Grade
MMC	3003	MASS COMMUNICATION ORIENTATION	0		
MMC	3123	WRITING FUNDAMENTALS FOR COMMMUNICATORS *(replaces MMC 3104c)*	3		
MMC	3303	GLOBAL MEDIA AND SOCIETY – GL *(formerly MMC 3602)*	3		
MMC	4200	MASS COMMUNICATION LAW AND ETHICS	3		
VIC	3400	VISUAL DESIGN FOR GLOBALIZED MEDIA – GL *(formerly VIC 3002)*	3		
RTV	3531	MULTIMEDIA PRODUCTION *(formerly RTV 3260) (Prereq: MMC 3104C or MMC 3123, VIC 3400, Undergrad Reqs*)*	3		
MAJOR SPECIFIC REQUIREMENTS – PART 1 (18 credits)			**Credit**	**Semester Completed**	**Grade**
ADV	3008	PRINCIPLES OF ADVERTISING *(formerly ADV 3000)*	3		
PUR	3000	PRINCIPLES OF PUBLIC RELATIONS	3		
ADV	3200	CREATIVE CONCEPTS	3		
MMC	4609	INTEGRATED COMMUNICATION RESEARCH STRATEGY	3		
SELECT ONE TRACK:					
CREATIVE TRACK					
ADV	4101	ADVANCED CONCEPTS IN ADVERTISING COPY AND DESIGN *(Prereq: ADV 3200 [Grade of "B" or better], MMC 3104C or MMC 3123, ADV 3008, Undergrad Reqs*)*	3		
ADV	4711	ADVANCED CREATIVITY: PORTFOLIO WORKSHOP	3		
ACCOUNT MANAGEMENT TRACK					
ADV	4300	MEDIA PLANNING *(Prereq: MMC 3123 or MMC 3104c, ADV 3008, Undergrad Reqs*)*	3		
ADV	4601	ACCOUNT PLANNING	3		
MAJOR SPECIFIC REQUIREMENTS – PART 2 (6 credits)			**Credit**	**Semester Completed**	**Grade**
PUR	4101	DIGITAL EDITING & DESIGN *(Prereq: MMC 3104C or MMC 3123, PUR 3000, Undergrad Reqs*)*	3		
MMC	4410	INTEGRATED COMMUNICATIONS CAMPAIGNS [CAPSTONE] *(Prereq: MMC 3303, MMC 4200, RTV 3531, ADV 3008, PUR 3000, ADV 4711 or ADV 4601, Undergrad Reqs*))*	3		

DEPARTMENTAL ELECTIVES (6 credits) Please select 2 courses from the list below. Please check course catalog for possible prerequisite requirements							Credit	Semester Completed	Grade
		ADV 4201	ADV4323	COM 3230	MMC 4304	COM 3110	COM 4940			
		ADV 4322	DIG 3001	MMC 4302	MMC 4631	MMC 4936	PUR 4940			
								3		
								3		

2.75 minimum GPA is a graduation requirement for UDLA/AOC sections below.	A grade of "C" or better is required in all courses listed below.

UPPER DIVISION LIBERAL ARTS REQUIREMENTS (3 credits)			Credit	Semester Completed	Grade
IDS	3309	HOW WE KNOW WHAT WE KNOW (If course already taken in first 60 credits, may take an additional Dept. Elective)	3		
AREA OF CONCENTRATION REQUIREMENTS (12 credits) UPPER DIVISION ONLY (3000/4000 level courses) *Do not duplicate courses selected in the Departmental Elective section above.*			**Credit**	**Semester Completed**	**Grade**
SUBJECT/AREA:					
			3		
			3		
			3		
			3		