



PART II, STANDARD 2. CURRICULUM AND INSTRUCTION

Part II, Standard 2. Curriculum and Instruction

Make the following documents available in digital format and in the workroom during the visit: a complete set of syllabi for all courses offered by the unit during the current term (Spring 2022) the immediate past regular term, and the immediate past summer and special session (including interim terms and courses offered by correspondence, online or distance education).

- [Department of Communication Syllabi Collected Here](#)
- [Department of Journalism + Media Syllabi Collected Here](#)

Executive Summary

The SCJ curriculum prepares its students for success with a 21st century digital curriculum that meets the demands of an increasingly technological world. The programs evolve in response to industry changes and a robust assessment process that drives improvement. Every semester, the faculty update existing classes to meet the changing needs of the discipline. At the same time, the School is continually evaluating and implementing longer-term strategic changes, such as new programs and degrees, to ensure a curriculum that is cutting-edge, coherent and comprehensive. The School is committed to providing an education that is focused on improving on centuries of the communication craft, while at the same time being informed by academic research and discovery and the latest changes in multimedia technologies.

Grounded in the principle of “learning by doing,” the School offers a catalog of experiential learning opportunities that allows students to learn from experts in the field and gain real-world experience.

The School’s goal is to provide all students with opportunities to learn about, and apply, the best practices of the professional world (in journalism, broadcasting, public relations, digital media and advertising), while at the same time learning, debating and practicing the fundamentals and principles that have been established by more than 60 years of academic research in mass communication.

The Bachelor of Science in Public Relations, Advertising and Applied Communications (PRAAC) allows students to take courses in both public relations and advertising disciplines as well as other types of communication (public speaking, communication studies, and digital media). Also core to the curriculum are two basic skills classes - PUR 4100 Writing for Public Relations and COM 3714 Fundamentals of Written and

Visual Communication. Students have the unique opportunity to gain hands-on experience from day one working alongside real clients in the student-run, faculty-led BOLD Strategic Communications Agency. The degree prepares students for fast-paced and demanding positions in the fields of organizational and strategic communication, advertising, and public relations fields by teaching them to develop critical thinking and strategic communication skills for both a local and global landscape. Upon graduation, students join distinguished alumni, who work all over the world in all levels of professional practice throughout the communication industry such as content creation, communications specialists, public relations directors, and much more.

Home to the award-winning South Florida Media Network, the Department of Journalism + Media is a dynamic, digitally centered environment dedicated to providing student journalists with a broad platform for sharing their voices and bringing impactful stories to life. With partners like NBC Universal, Univision, *The Miami Herald*, and the E.W. Scripps Company, students are able to graduate career ready. At the undergraduate level, the Bachelor of Science in Digital Communication and Media STEM degree offers four technically innovative majors to choose from: Digital Journalism, Digital Broadcasting, Digital + Interactive Media and Digital TV + Multimedia Production. Core to the curriculum are two media writing classes - JOUR 2100 Introduction to Reporting and Writing, required of all Digital Journalism and Digital Broadcasting majors, and MMC 3123 Writing Fundamentals for Communicators, required of all four majors in the Department.

The Department of Communication consists of a team of professionals and scholars committed to educating students to become leaders in advertising, public relations, and strategic communication who excel in a multicultural and digital world. Faculty have varied research interests including health communication, organizational communication, crisis communication, advertising, and public relations, and their thought leadership cultivates engaging discussions in the classroom and throughout the academic and professional world. The relevant curriculum considers advertising and public relations as complementary and overlapping disciplines that apply to all sectors of society including political, organizational, health, science, technology, governmental, corporate, and non-profit, among others. Ethics and social responsibility are central to the practice of strategic communication, and central to the work completed in the classroom.

The faculty members in the Department of Journalism + Media bring significant professional experience in journalism, broadcasting and digital media, and include individuals who have worked with national and international media organizations like

CNN, *The New York Times*, Univision, Telemundo as well as local media organizations like *The Miami Herald*, *The Sun-Sentinel* and *Miami New Times* and local FOX, NBC and Univision affiliates. Faculty members are engaged in scholarly research and creative activities in the areas of climate change, social media, media law and ethics, and international media. The Department's curriculum combines education in news research, reporting and writing with expression in digital video, audio, photography, web publishing, data visualization and other forms of media. The Department seeks to graduate thoughtful media producers who have a strong commitment to ethical practices.

At the graduate level, the Master of Science in Mass Communication degree offers two programs: Global Strategic Communications (GSC) and Spanish-language Journalism. The curricula of these professionally focused programs emphasize both the values and skills of strategic communications and journalism as well as the building of leadership skills. In both cases, students are immersed in traditional values classes of ethics and diversity, principles and history, media law and business and the future of communications. Both majors offer areas of specializations to further deepen the learning. The award-winning GSC program offers specializations in Corporate Communication Management, Digital Communication Management and Conflict Resolution & Consensus Building, which provides students an opportunity to earn a graduate certificate. In the GSC program, the same faculty, curriculum and access to academic and learning resources applies to both in-person and fully online modalities.

The Spanish-language Journalism program offers specializations in Multimedia Journalism and Latin American + Caribbean Studies that ensures that a new generation of media professionals will be prepared to provide world-class coverage of the region.

Both undergraduate and graduate students culminate their degrees with capstone courses in which they may find themselves publishing content for, among other options, the [South Florida Media Network](#), producing long-form multimedia narratives; creating integrated public relations campaigns for Fortune 500 companies; airlines; national and multinational organizations; and nonprofits, and producing scholarly research papers addressing some of the greatest communication challenges facing the world.

The SCJ has an established history and hard-earned reputation for graduating communication students with strong skills in writing, editing, global and multicultural understanding and critical thinking. Graduates have a firm grasp on issues such as mass media ethics, social responsibility, and the First Amendment.

This section describes the SCJ's curricula and programs (that are being reviewed by ACEJMC) and discusses major changes and accomplishments in this area in the past six years. Highlights include:

- Development of Public Relations, Advertising and Applied Communication (PRAAC) degree
- A complete revision of the curriculum in the Department of Journalism + Media, shifting the degree awarded from a B.S. in Mass Communication to a B.S. in Digital Communication and Media, a STEM degree considered a strategic area by the State of Florida. The changes in the curriculum reflect current and emerging needs for industry.
- Creation of the fully online modality of the Global Strategic Communications (GSC) master's program that was launched in 2014
- Expansion of experiential learning opportunities with the creation of BOLD, a student-run, faculty-led strategic communications agency
- Development of new industry partnerships, starting with NBCU Academy and Univision STEP (Student Training and Employment Program), which are described below.
- CARTA in D.C., an experiential learning experience that places students in the communications offices of leading D.C. institutions, and Sony Music internship, which launched in 2019 and was designed to empower future industry leaders through an immersive internship experience. The internship program enabled students to interface with music industry experts and sharpen their professional toolkits in an environment that celebrates creativity, diversity, and experiential learning and continuing with digital media, and integrated communications partnerships in the past six years. These partnerships have allowed us to offer many more opportunities for SCJ students to acquire "real world" skills.
- A significant push, especially in the past six years, to connect the School and its curricula with the dynamic, cutting-edge, creative media environment of Miami, especially as it relates to tech innovation, design and entrepreneurship. For example, students and faculty have collaborated with organizations like Code for South Florida to test and develop applications for use by citizens.

- Initiatives such as iSTAR, Immersive Studio for Altered Reality, that can impact the curriculum in significant and long-lasting ways. FIU is an institution that prides itself on being at the forefront of higher education and preparing graduates for careers and leadership positions in the 21st century's information and innovation economy. As a public-private partnership, FIU iSTAR combines the expertise of research and teaching faculty; the energy and ambition of students, and the knowledge, application, and entrepreneurship of private industry professionals in an incubator-instruction-service model. Housed within one of the nation's most diverse and highly ranked, public research universities, FIU iSTAR provides consultation services, innovates and tests new technologies, and provides training and instruction in the creation of multimedia experiences (MME) in Extended Reality (XR), a related set of technologies that are changing the way students interact with the world and with each other: Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR).
- Progress in developing and improving online education efforts, especially with the creation of a new position in 2020, the CARTA Director of Online Learning. In this role, the faculty director serves as liaison between CARTA and FIU Online, supporting innovation and excellence in all CARTA online offerings and working collaboratively with CARTA Chairs and faculty to support and develop synchronous and asynchronous online, hybrid and remote learning programs in the College.
- In response to the global pandemic, FIU pivoted to remote learning. As a result, the University has instituted a new FIU Online Live modality, a hybrid model that combines synchronous instruction through platforms like Zoom with online instruction. Furthering the School's commitment and shift to online learning, several faculty members have already received training in this modality and are offering courses.
- The Department of Communication introduced fully online versions for both the undergraduate and graduate degree majors using technology to connect students. After a successful pilot involving faculty members and students, Canvas replaced Blackboard as FIU's official Learning Management System (LMS) and this move aligns with the State University System's (SUS) 2025 Strategic Plan for Online Education, which specifically selected Canvas as the best way to provide faculty with the resources they need to improve the student learning experience. Along with enhancing the quality, access, and affordability of courses and programs, the change to a common LMS among state

universities will also provide students with a more seamless transition as they complete coursework throughout the state. It also means FIU will be using Canvas for the foreseeable future.

1. Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations. Add lines for courses and categories as needed. (Please see example provided separately with this template.)

This section of the report provides an outline of the curriculum required for the Bachelor of Science in Public Relations, Advertising and Applied Communication; the Bachelor of Science in Digital Communication and Media (including four majors); and the Master of Science in Mass Communication (including two majors). Curriculum outlines also are provided for programs that are being phased out.

Department Of Communication

Bachelor of Science in Public Relations, Advertising and Applied Communication (PRAAC)

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 60

The Department has two undergraduate degrees: Communication Arts (not being reviewed by ACEJMC) and Public Relations, Advertising and Applied Communication (PRAAC).

Core Courses for All Students in the Department of Communication B.S. in Public Relations, Advertising and Applied Communication (PRAAC).

(15 credits earned)

- 1) PUR 1951 PRAAC Orientation 0 credits
- 2) COM 3714 Fundamentals of Written and Visual Communication 3 credits
- 3) MMC 3303 Global Media and Society 3 credits
- 4) MMC 4200 Media Law and Ethics 3 credits
- 5) VIC 3400 Visual Design for Globalized Media 3 credits
- 6) IDS 3309 How We Know What We Know 3 credits

Area of Concentration required outside of the accredited unit

Area of Concentration (12 credit hours). All students earning a B.S. in Public Relations

Advertising and Applied Communications (PRAAC) must take 12 hours outside of the School of Communication and Journalism as part of their upper-level education. Popular options include;

- 1) MAR 4233 Social Media
- 2) PGY 2401C Photography
- 3) SYP 3456 Societies in World

Beginning in Fall 2022 students may take an Area of Concentration within the accredited unit.

Department of Journalism + Media

Bachelor of Science in Digital Communication and Media

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 60

The Department has four majors: Digital Journalism, Digital Broadcasting, Digital and Interactive Media, Digital TV and Multimedia Production. Between 2016 and 2021, the Department of Journalism + Media shifted its major programs from the B.S. in Communication degree to the B.S. in Digital Communication and Media degree. The B.S. in Digital Communication and Media degree is designated as a strategic STEM degree by the State of Florida. [A diagram of the changes is linked here](#). The new curriculum is designed to better prepare students for the demands of careers in journalism and media, including multimedia storytelling, social media content creation, audience analytics, data visualization, interactive applications, virtual and augmented reality and more.

Core Courses for All Students in the Department of Journalism + Media B.S. in Digital Communication and Media).

(15 credits earned)

- 1) MMC 3003 Mass Communication Orientation 0 credits
- 2) MMC 3123 Writing Fundamentals for Communicators 3 credits
- 3) MMC 3303 Global Media and Society 3 credits
- 4) MMC 4200 Media Law and Ethics 3 credits
- 5) VIC 3400 Visual Design for Globalized Media 3 credits
- 6) IDS 3309 How We Know What We Know 3 credits

Area of Concentration required outside of the accredited unit

Area of Concentration (12 credit hours). All students earning a B.S. in Digital Communication and Media must take 12 hours outside of the School of Communication

and Journalism as part of their upper-level education. Popular options include;

- 1) MAR 4233 Social Media
- 2) PGY 2401C Photography
- 3) SYP 3456 Societies in World

Beginning in Fall 2022 students may take an Area of Concentration within the accredited unit.

EFFECTIVE BEGINNING FALL 2021

Courses in Digital Journalism that all students in the major must take

Degree/Emphasis (24 credits earned):

- 1) JOU 2100 Introduction to Reporting and Writing 3 credits
- 2) JOU 3003 Introduction to Journalism 3 credits
- 3) RTV 3531 Multimedia Production 3 credits
- 4) JOU 3117 Digital Journalism 3 credits
- 5) JOU 3300 Advanced Digital Journalism 3 credits
- 6) JOU 4XXX Enterprise Journalism 3 credits
- 7) DIG 4293 Multimedia Production 2 3 credits
- 8) JOU 4341C Integrated Journalism Newsroom 3 credits

Elective course or courses that must be taken within the Digital Journalism major.

Elective 9 credits

Elective courses that must be taken within the programs

MMC 3932C Intense Pods 1-3 credits

EFFECTIVE THROUGH SPRING 2021 (no new admits after Spring 2021)

Courses in Digital Journalism that all students in the major must take.

Degree/Emphasis (18 credits earned):

- 1) JOU 3003 Introduction to Journalism 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) JOU 3117 News Reporting and Writing 3 credits
- 4) JOU 3300 Advanced News Writing 3 credits
- 5) VIC 4001 News Visualization 3 credits
- 6) JOU 4341C Senior Multimedia Project 3 credits

Elective course or courses that must be taken within the Digital Journalism major.

Elective 15 credits

Elective courses that must be taken within the programs

MMC 3932C Intense Pods 1-3 credits

EFFECTIVE BEGINNING FALL 2021.

Courses in Digital Broadcasting that all students in the major must take:

Degree/Emphasis (24 credits earned):

- 1) JOU 2100 Introduction to Reporting and Writing 3 credits
- 2) JOU 3003 Introduction to Journalism 3 credits
- 3) RTV 3531 Multimedia Production 3 credits
- 4) JOU 3117 Digital Journalism 3 credits
- 5) RTV 4320 Electronic News Gathering 3 credits
- 6) RTV 4350 Broadcast and Digital News Show Production 3 credits
- 7) DIG 4293 Multimedia Production 2 3 credits
- 8) RTV 4324 Integrated Broadcast Newsroom 3 credits

Elective course or courses that must be taken within the Digital Broadcasting major.

Elective 9 credits

EFFECTIVE THROUGH SPRING 2021 (no new admits after Spring 2021)

Courses in Digital Broadcasting that all students in the major must take:

Degree/Emphasis (18 credits earned):

- 1) JOU 3003 Introduction to Journalism 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) JOU 3117 News Reporting and Writing 3 credits
- 4) RTV 4320 Electronic News Gathering 3 credits
- 5) RTV 4350 Broadcast and Digital Newscast Production 3 credits
- 6) RTV 4324 Broadcast News Magazine (Capstone) 3 credits

Elective course or courses that must be taken within the Digital Broadcasting major:

Elective 15 credits

Elective courses that must be taken within the program

N/A

Courses in Interactive + Digital Media that all students in the major must take:

Degree/Emphasis (27 credits earned):

- 1) DIG 3001 Introduction to Digital Media 3 credits
- 2) RTV 3531 Multimedia Production 3 credits

- 3) DIG 3146 The Social Media Audience 3 credits
- 4) DIG 4394 Motion Graphics 3 credits
- 5) DIG 4800 Digital Theories 3 credits
- 6) DIG 3110 Interactive Media 1: Producing for the Web 3 credits
- 7) DIG 3181 Interactive Media 2: Interactive Visualizations 3 credits
- 8) DIG 4293 Multimedia Production 2 3 credits
- 9) DIG 4552 Advanced Multimedia Production (Capstone) 3 credits

Elective course or courses that must be taken within the Interactive + Digital Media major

Elective 6 credits

Elective courses that must be taken within the program

N/A

Courses in Digital TV & Multimedia Production that all students in the major must take:

Degree/Emphasis (27 credits earned):

- 1) RTV 3007 Introduction to Television 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) RTV 4101 Writing for TV 3 credits
- 4) DIG 4394 Motion Graphics 3 credits
- 5) RTV 5311 Studio Production 3 credits
- 6) DIG 3110 Interactive Media 1: Producing for the Web 3 credits
- 7) DIG 3253 Digital Audio and Social Media Production 3 credits
- 8) DIG 4293 Multimedia Production 2 3 credits
- 9) DIG 4552 Advanced Multimedia Production (Capstone) 3 credits

Elective course or courses that must be taken within the Digital TV & Multimedia Production major

Elective 6 credits

Elective courses that must be taken within the program

N/A

PHASED OUT PROGRAMS IN THE DEPARTMENT OF JOURNALISM + MEDIA

Core Courses for All Students in the Department of Journalism + Media B.S. in Mass Communication (no new admits as of Fall 2020).

(15 credits earned)

- 1) MMC 3003 Mass Communication Orientation 0 credits

- 2) MMC 3104 Writing Strategies for a Mass Audience 3 credits
- 3) MMC 3303 Global Media and Society 3 credits
- 4) MMC 4200 Mass Communication Law and Ethics 3 credits
- 5) VIC 3400 Visual Design for Globalized Media 3 credits
- 6) IDS 3309 How We Know What We Know 3 credits

Area of Concentration required outside of the accredited unit

Area of Concentration (12 credit hours). All students earning a B.S. in Mass Communication must take 12 hours outside of the School of Communication and Journalism as part of their upper-level education. Popular options include;

- 1) MAR 4233 Social Media
- 2) PGY 2401C Photography
- 3) SYP 3456 Societies in World

Courses in Journalism that all students in the major must take (no new admits as of Fall 2020).

Degree/Emphasis (18 credits earned):

- 1) JOU 3003 Introduction to Journalism 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) JOU 3117 News Reporting and Writing 3 credits
- 4) JOU 3300 Advanced Newswriting 3 credits
- 5) VIC 4001 Visual Storytelling & Production 3 credits
- 6) JOU4341C Senior Multimedia Project (Capstone) credits

Elective course or courses that must be taken within the Journalism major.

Elective 15 credits

Elective courses that must be taken within the programs

N/A

Courses in Broadcast Media that all students in the major must take (no new admits as of Fall 2020).

Degree/Emphasis (18 credits earned):

Select one Sub-track

Broadcast Journalism Sub-track

- 1) JOU 3003 Introduction to Journalism 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) JOU 3117 News Reporting and Writing 3 credits
- 4) RTV 4320 Electronic News Gathering 3 credits

- 5) RTV 4350 Broadcast & Digital Newscast Production 3 credits
- 6) RTV4324 Broadcast News Magazine (Capstone) credits

Television Production Sub-track

- 1) RTV 3007 Introduction to Television 3 credits
- 2) RTV 3531 Multimedia Production 3 credits
- 3) RTV 4101 Writing for TV 3 credits
- 4) RTV 3511 Studio Production 3 credits
- 5) DIG 4293 Multimedia Production 2 3 credits
- 6) DIG 4552 Advanced Multimedia Production (Capstone) 3 credits

Core Courses for All Students in the Department of Journalism + Media B.S. in B.S in Digital Communication and Media (no new admits as of Fall 2020).

(15 credits earned)

- 1) MMC 3003 Mass Communication Orientation 0 credits
- 2) MMC 3104 Writing Strategies for a Mass Audience 3 credits
- 3) MMC 3303 Global Media and Society 3 credits
- 4) MMC 4200 Mass Communication Law and Ethics 3 credits
- 5) VIC 3400 Visual Design for Globalized Media 3 credits
- 6) MMC3531 Multimedia Production 3 credits

Courses in Digital Media Studies that all students in the major must take (no new admits as of Fall 2017):

Degree/Emphasis (21 credits earned)

- 1) DIG 3001 Introduction to Digital Media 3 credits
- 2) DIG 3110 Web Design & Interactive Media 3 credits
- 3) MMC 4302 Social Media & Globalization 3 credits
- 4) MMC 4631 Audience Analysis, Public Opinion & New Media 3 credits
- 5) DIG 4800 Digital Theories 3 credits

Select One Track:

Digital Media Management Track

- 1) MMC3250 Media Management 3 credits
- 2) DIG4097 Digital Media Entrepreneurship (Capstone) 3 credits

Digital Content Track

- 1) DIG4293 Multimedia Production 2 3 credits
- 2) DIG4552 Advanced Multimedia Production 3 credits

2. Explain how requirements for the major do not exceed the maximum credit hours allowable under the 72-credit hour rule and how students comply with the minimum of 72 hours they must take outside journalism and mass communications. If a minor is required, include these details.

Currently, undergraduate students in both the Department of Journalism + Media and the Department of Communication's Public Relations, Advertising and Applied Communication (PRAAC) program are limited to 48 credit hours within the School of Communication and Journalism. This ensures all students take a minimum of 72 credit hours outside of journalism and mass communications; this includes the required 12-credit hour Area of Concentration in a program outside of the School. As of Fall 2022, the ACEJMC will eliminate this requirement and the SJC will follow suit.

3. Describe how the core and required courses instruct majors in all of ACEJMC's 12 professional values and competencies with a balance of theoretical and conceptual courses and skills courses.

The PRAAC degree and all of the majors in the Department of Journalism + Media (including those that have been discontinued since the last accreditation) share four required courses:

1. MMC 4200 Communication Law and Ethics
2. VIC 3400 Visual Design for Globalized Media *A Global Learning Course
3. MMC 3303 Global Media and Society *A Global Learning Course
4. IDS 3309 How We Know What We Know

Within each department, there is an additional group of required courses:

Department of Journalism + Media

1. MMC 3003 Journalism + Media Orientation
2. MMC 3123 Writing Fundamentals for Communicators

Department of Communication

1. COM 3714 Fundamentals of Written and Visual Communication (as of Fall of 2020)
2. PUR 4101 Digital Editing and Design
3. PUR 4100 Writing for Public Relations (as of Fall of 2020)
4. COM 3520 Designing Communication Strategies
5. COM 4310 Research Methods of Communication
6. COM 4958 Integrated Communications Campaigns

Instruction in digital media has been integrated into almost every required and elective undergraduate SCJ course as their industries make greater use of online media and digital production. Students gain knowledge and skills that prepare them to work at news organizations, media production studios, advertising agencies, strategic communication firms, communication departments of large and small businesses and at new, digital-first firms that provide outsourced services and expertise to clients and agencies. Students learn the value and application of digital media in journalism, advertising and public relations campaigns that also use traditional media and how to communicate online, where interaction with audiences is greatly different than via established channels such as print and broadcast media.

All SCJ majors first develop digital media skills in shared required courses such as VIC 3400 Visual Design for Global Media, which provides instruction in visual communication, including communication design, color theory and typography.

Within the Journalism + Media majors, all students take classes that specialize in producing digital media, starting with MMC 3123, Writing Fundamentals for Communicators, and JOU 2100, Intro to Reporting and Writing. Students are required to take foundational multimedia courses such as RTV 3531, Multimedia Production 1, and DIG 4293, Multimedia Production 2. From these foundational courses, students take classes that integrate writing and multimedia, such as JOU 3117, Digital Journalism, JOU 4108, Enterprise Reporting, DIG 3110, Producing for the Web, RTV 4320, Electronic News Gathering, and RTV 3511, Studio Production. The Capstone courses all feature advanced multimedia and integrated newsroom experiences. The School's internship programs, including Univision STEP, NBCU Academy, the Scripps Howard Internship and others provide further opportunities for students to produce media content for digital platforms. Professional preparation courses are balanced with theory courses such as MMC 3303, Global Media and Society, IDS 3309, How We Know What We Know, DIG 4800, Digital Theories and MMC 4631, Audience Analysis, Public Opinion and New Media.

[The South Florida Media Network](#) (SFMN) is the Department's flagship student-produced media publication of the Department of Journalism + Media. The SFMN was awarded the 2020 EPPY for Best College Produced Community website, and has won more than 40 national and regional awards during the 2020-2021 academic year. Students from several classes contribute content to the SFMN each semester, and the SFMN trains students in both formal (for-credit) and informal internships. The SFMN has "bureaus" in New York City and Washington, D.C., where students may engage in a study away experience. In Fall of 2021 a Miami Bureau will open in Wynwood, near the

city's downtown core. The SFMN has a "Noticias" section for news and multimedia content published in Spanish. In Summer of 2021 students began producing a weekday live morning broadcast, "Newsbreak," that is published on the SFMN.

Within the PRAAC degree, students learn in PUR 4101, Digital Editing & Design, how to select digital sound effects and music, edit digital media, and production procedures and techniques. Digital media are integral to COM 4940, BOLD Practicum, and to COM 4958, Integrated Communications Campaigns, in which students create a fully integrated public relations and advertising campaign that includes digital and online media. In PUR 4100, Writing for Public Relations, students develop social media skills while crafting Facebook posts, Tweets, website pages and content marketing such as infographics.

PRAAC majors incorporate digital media into their capstone course, COM 4958, Integrated Communications Campaigns. In this course, student groups must develop a 360-degree strategic campaign for corporate or nonprofit clients that must include all the following elements: creative strategy, media strategy including social media, Web advertising and SEO, public relations/events, and evaluation, including social media metrics. They often produce digital video and audio clips for clients to post on their social media, their own websites, or to pitch as public service announcements. The digital strategy is determined by the client needs and objectives and is a critical component of the project and its assessment.

The BOLD Agency is a faculty-supervised, student-managed agency that started in 2013, as a special topics course. During the accrediting cycle, it became a course within the curriculum and an extra-curricular student organization component was added for students wishing to gain hands-on experience without enrolling in the course option. It promotes itself among potential clients with online and social media presence, as well as personal outreach among local organizations. Most clients have requested assistance promoting events, services, and new locations. The agency has provided opportunities for students to use their digital skills designing web-ready content and materials, social media strategies, and online content marketing for blogs.

The tables below show how each of the unit's required classes intersect with the 12 values and competencies of the ACEJMC.

Value 1

Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

MMC 3003, Global Media and Society, introduces students to systems of media expression and regulation around the world. MMC 4200, Media Law and Ethics, provides comprehensive instruction on the history, principles and current implications of media law and ethics in the United States.

Class No.	Class Name	Major	Theory/Concept/Skills
MMC 42000	Media Law and Ethics	ALL	Theory/Concept
MMC 3303	Global Media and Society	ALL	Theory/Concept

Value 2

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

The courses highlighted below are designed to introduce students to the history, current state of the professions and future trajectory of journalism, television and digital media, and the public relations and advertising industries.

Class No.	Class Name	Major	Theory/Concept/Skills
JOU 3003	Intro to Journalism	J	Theory/Concept
DIG 3001	Intro to Digital Media	DM	Theory/Concept
RTV 3007	Intro to TV	TV	Theory/Concept
ADV 3008	Principles of Advertising	PRAAC	Theory/Concept
PUR 3000	Principles of Public Relations	PRAAC	Theory/Concept
JOU 3003	Intro to Journalism	J	Theory/Concept

Note: B=Digital Broadcasting; J= Digital Journalism; DM=Digital + Interactive Media; TV=Digital TV + Multimedia Production; PRAAC=Public Relations, Advertising and Applied Communication

Value 3-4 (combined)

Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

MMC 3303, Global Media and Society, introduces students to the role of mass media around the world. DIG 3146, The Social Media Audience, provides insight on communication strategies to diverse audiences and instruction on how to target messages to specific communities. DIG 4800, Digital Theories, engages students with research showing the potential inequities in big data applications, search engines and the dissemination of misinformation and disinformation over social media. In Fall of 2022, a new global learning foundations course, which was approved in 2021, will be offered. Approved in 2021, COM 4930, Race in Communication, which introduces race, gender, and class through communication and theoretical explanations using contextual examples that extend through various cultures.

Class No.	Class Name	Major	Theory/Concept/Skills
MMC 3303	Global Media and Society	ALL	Theory/Concept
DIG 3146	The Social Media Audience	DM	Theory/Concept, Skills
DIG 4800	Digital Theories	DM	Theory/Concept
COM 4930	Racism in Communication	PRAAC	Theory/Concept

Note: B=Digital Broadcasting; J= Digital Journalism; DM=Digital + Interactive Media; TV=Digital TV + Multimedia Production; PRAAC=Public Relations, Advertising and Applied Communication

Value 5

Understand concepts and apply theories in the use and presentation of images and information.

- VIC 3400, Visual Design for Globalized Media, introduces students to theories of design in the U.S. and worldwide, and provides opportunities for students to apply these concepts to real-world design.
- IDS 3309, How We Know What We Know, provides students with a conceptual framework to help identify what constitutes factual information.

- PUR 4101, Digital Editing and Design, gives an understanding of the visual theories behind the design, editing and production of materials for print, broadcast and multimedia. Special attention is given to digital pre-production and software skills.
- PUR 4100, Writing for PR, introduces students to the content, format and style of multiple public relations tools including content marketing, social media and traditional media relations. The course emphasizes digital communication and provides a foundation in AP style.
- COM 4958, Integrated Campaigns, the senior capstone seminar course, synthesizes the major curriculum components through integrated communication campaigns working with real organizations and evaluated by communication experts.
- VIC 4001, News Visualization, introduces students to the theory and practice of visual storytelling
- JOU 4341C, Senior Multimedia Project, enables students to apply the skills and concepts learned in earlier courses.
- RTV 4320, Electronic News Gathering, teaches the concepts of visual communication for broadcasting and applies those concepts to news packages.
- RTV 4350, Broadcast and Digital Newscast Production, develops the skills and concepts learned in earlier courses.
- DIG 3146, Motion Graphics, introduces students to the theory and practice of creating animated elements for media coverage.
- DIG 3110, Producing for the Web, students learn the concepts and skills for producing media for the web using HTML, CSS and Javascript.
- DIG 3181, Interactive Visualizations, teaches the concept and practice of creating data visualizations with web tools.
- DIG 4293, Multimedia Production 2, enables students to practice advanced video skills.

In the Digital TV and Multimedia Production major, students take DIG 3146, Motion Graphics, DIG 3110, Interactive Media 1, and DIG 4293, Multimedia Production 2. They also take RTV 3511, Studio Production, where they learn skills needed to produce TV in the studio.

Class No.	Class Name	Major	Theory/Concept/Skills
VIC 3400	Visual Design for Globalized Media	ALL	Theory/Concept, Skills
IDS 3309	How We Know What We Know	ALL	Theory/Concept

VIC 4001	News Visualization	J	Theory/Concept, Skills
JOU 4341C	Integrated Journalism Newsroom	J	Skills
RTV 4320	Electronic News Gathering	B	Theory/Concept Skills
PUR 4100	Writing for PR	PRAAC	Concept, Skills
RTV 4350	Broadcast and Digital News Show Production	B	Skills
PUR 4108	Data Visualization	PRAAC	Theory/Concept, Skills
DIG 3146	Motion Graphics	DM, TV	Theory/Concept, Skills
DIG 3110	Producing for the Web	DM, TV	Theory/Concept, Skills
DIG 3181	Interactive Visualizations	DM	Theory/Concept, Skills
DIG 4293	Multimedia Production 2	DM, TV	Skills
DIG 4552	Advanced Multimedia Production	DM, TV	Theory/Concept, Skills
DIG 4800	Digital Theories	DM, PRAAC	Theory/Concept
RTV 3511	Studio Production	TV	Skills
COM 4958	Campaigns	PRAAC	Skills
PUR 4101	Digital Editing and Design	PRAAC	Theory/Concept, Skills
PUR 4108	Strategic Presentation of Data	PRAAC	Theory/Concept, Skills

Note: B=Digital Broadcasting; J= Digital Journalism; DM=Digital + Interactive Media; TV=Digital TV + Multimedia Production; PRAAC=Public Relations, Advertising and Applied Communication

Value 6

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

ADV 3008, Principles of Advertising, DIG 3003, Intro to Digital Media, JOU 3003, Intro to Journalism, PUR 3000, Intro to Public Relations, and RTV 3007, Intro to TV, introduce students to the history and current state of the media professions, including ethical standards of the major professional organizations. MMC 4200, Media Law and Ethics, incorporates ethics in the study of media law.

Class No.	Class Name	Major	Theory/Concept/Skills
JOU 3003	Introduction to Journalism	J, B	Theory/Concept
DIG 3003	Intro to Digital Media	DM	Theory/Concept
RTV 3007	Intro to TV	TV	Theory/Concept
MMC 4200	Media Law and Ethics	ALL	Theory/Concept
PUR 3000	Principles of Public Relations	PRAAC	Theory/Concept
ADV 3008	Principles of Advertising	PRAAC	Theory/Concept

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Value 7-8 (combined)

Think critically, creatively and independently and conduct research and evaluate information by methods appropriate to the communications professions in which they work.

- IDS 3309, How We Know What We Know, provides students with frameworks to analyze information.
- JOU 4341C, Integrated Journalism Newsroom; RTV 4324, Integrated Broadcast Newsroom, and DIG 4552, Advanced Multimedia Production, are the capstone courses in Digital Journalism, Digital Broadcasting and Digital and Interactive Media/Digital TV and Multimedia Production respectively. Students are expected to think critically, creatively, and independently to produce their final projects.
- DIG 4800, Digital Theories, allows students to critically examine issues related to big data, misinformation and disinformation, digital aesthetics and the impact of new technologies on society.
- JOU 3117, News Reporting and Writing, and RTV 4101, Writing for TV, introduce students to the theory and practices of research and reporting.
- JOU 3300, Advanced News Writing, requires students to apply concepts and skills learned in earlier classes.
- COM 4310, Communication Research Methods, introduces students to a range of social sciences and communication research methods (quantitative and qualitative) applied to communication professions and scholarship.

- COM 3520, Designing Communication Strategies, further develop skills in designing communication strategies - the plans for communicating information related to specific issue, event, situation, or audience, including research.

Class No.	Class Name	Major	Theory/Concept/Skills
IDS 3309	How We Know What We Know	ALL	Theory/Concept
JOU 4341C	Integrated Journalism Newsroom	J	Theory/Concept
RTV 4324	Integrated Broadcast Newsroom	B	Skills
DIG 4552	Advanced Multimedia Production	DM, TV	Skills
DIG 4800	Digital Theories	DM, PRAAC	Theory/Concept, Skills
JOU 3117	Digital Journalism	J	Theory/Concept, Skills
JOU 3300	Advanced Digital Journalism	J	Skills
COM 4310	Communication Research Methods	PRAAC	Theory/Concept
COM 3520	Designing Communication Strategies	PRAAC	Theory/Concept, Skills

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Value 9

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

- COM 3714, Fundamentals of Written and Visual Communication, is an introduction to future practitioners of public relations, advertising, and applied communication of the written and visual styles of communication used in their professions.
- JOU 2100, Intro to Reporting and Writing, introduces prospective Digital Journalism and Digital Broadcasting majors to basic concepts of storytelling for news audiences.
- MMC 3123, Writing Fundamentals for Communicators, introduces students in all of the majors to writing for the media.

- JOU 3117, Digital Journalism (formerly News Reporting and Writing), introduces students to the theory and practices of writing for textual and video media.
- JOU 3300, Advanced Digital Journalism (formerly Advanced News Writing), requires students to apply concepts and skills learned in earlier classes.
- DIG 3146, The Social Media Audience, trains students to write across social media platforms.

Class No.	Class Name	Major	Theory/Concept/Skills
JOU 2100	Intro to Reporting & Writing	J, B	Theory/Concept, Skills
MMC 3123	Writing Fundamentals for Communicators	ALL	Theory/Concept, Skills
JOU 3117	Digital Journalism	J	Skills
JOU 3300	Advanced Digital Journalism	J	Skills
DIG 3146	The Social Media Audience	DM	Skills
COM 3714	Fundamentals of written and visual communication	PRAAC	Theory/Concept, Skills
COM 3520	Designing Communication Strategies	PRAAC	Theory/Concept, Skills
PUR 4100	Writing for Public Relations	PRAAC	Theory/Concept, Skills
PUR 4101	Digital Editing and Design	PRAAC	Theory/Concept, Skills

Note: B=Digital Broadcasting; J= Digital Journalism; DM=Digital + Interactive Media; TV=Digital TV + Multimedia Production; PRAAC=Public Relations, Advertising and Applied Communication

Value 10

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

In the capstone classes, RTV 4324, Integrated Broadcast Newsroom, DIG 4552, Advanced Multimedia Production and JOU 4341C, Integrated Journalism Newsroom, students participate in editing and evaluating their work and the work of their classmates by serving as editors on group projects.

Class No.	Class Name	Major	Theory/Concept/Skills
RTV 4324	Integrated Broadcast Newsroom	B	Skills
DIG 4552	Advanced Multimedia Production	DM, TV	Skills
JOU 4341C	Integrated Journalism Newsroom	J	Skills
COM 3520	Designing Communication Strategies	PRAAC	Skills
COM 4958	Senior Capstone: Integrated Campaigns	PRAAC	Skills
PUR 4940	BOLD Agency Practicum	PRAAC	Skills
ADV 4800	Advanced BOLD Practicum	PRAAC	Skills

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Value 11

Apply basic numerical and statistical concepts.

- VIC 4001, News Visualization, teaches the theory and basic skills of visualizing data for journalistic storytelling.
- DIG 3110, Producing for the Web, students learn the foundation of web publishing, including introductory programming with Javascript.
- DIG 3181, Interactive Visualizations, students combine programming concepts with storytelling to create visualizations for journalism.
- ADV 4300, Media Planning, emphasizes characteristics of the media, buying and selling processes, and methods and techniques used in campaign planning.
- ADV 4601, Account Planning, introduces students to contemporary account planning techniques. It stresses the interrelationship between advertising and the consumer and the role of consumer behavior.

Class No.	Class Name	Major	Theory/Concept/Skills
VIC 4001	News Visualization	J	Theory/Concept, Skills
DIG 3110	Producing for the Web	DM, TV	Skills
DIG 3181	Interactive Visualizations	DM	Skills

ADV 4601	Account Planning	PRAAC	Skills
ADV 4300	Media Planning	PRAAC	Skills

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Value 12

Apply tools and technologies appropriate for the communications professions in which they work.

The School's professional programs have a strong emphasis on experiential learning, where students apply technical skills in multiple media and platforms:

- RTV 3531, Multimedia Production 1, is an introductory multimedia skills class, which emphasizes photo and video and audio editing.
- ADV 4800, Advanced BOLD Practicum, and PUR 4940, BOLD Practicum, pairs students with clients to complete agency work. The hands-on experience becomes part of their portfolios.

Class No.	Class Name	Major	Theory/Concept/Skills
RTV 3531	Multimedia Production	ALL	Skills
VIC 4001	News Visualization	J	Theory/Concept, Skills
RTV 4320	Electronic News Gathering	B	Skills
RTV 4350	Broadcast and Digital News Show Production	B	Skills
DIG 3146	The Social Media Audience	DM	Skills
DIG 3146	Motion Graphics	DM, TV	Skills
DIG 3110	Producing for the Web	DM	Skills
DIG 3181	Interactive Visualizations	DM	Skills
DIG 4293	Multimedia Production 2	DM, TV	Skills
RTV 3511	Studio Production	TV	Skills
DIG 3253	Digital Audio & Social Media	TV	Skills

ADV 4800	Advanced BOLD Practicum	PRAAC	Skills
PUR 4940	BOLD Agency Practicum	PRAAC	Skills
COM 4940	Communication Internship	PRAAC	Skills

Note: B=Digital Broadcasting; J= Digital Journalism; DM=Digital + Interactive Media; TV=Digital TV + Multimedia Production; PRAAC=Public Relations, Advertising and Applied Communication

4. Explain how instruction, whether on-site or online, responds to professional expectations of current digital, technological and multimedia competencies.

Instruction provided by the faculty, whether on-site or online, responds to professional expectations of current digital, technological, and multimedia competencies. The School of Communication + Journalism has robust relationships and collaborations with local media organizations that help shape curriculum in response to contemporary industry demands and expectations. For example, the Department of Journalism + Media has instituted an intensive internship with Univision, where bilingual students work on a range of projects and attend specialized workshops on subjects ranging from data journalism to social media management presented by Univision staff. In 2021, NBC Universal included the Department of Journalism + Media in its NBCU Academy program, which offers similar opportunities for students. As a result of conversations with its professional partners, the Department implemented changes to the curriculum in 2020-2021 to strengthen its writing and video instruction, adding a Sophomore-level course Introduction to Reporting and Writing required of Digital Journalism and Digital Broadcasting majors. The Department also modified its Junior-level journalism courses to emphasize both news writing and news video production. In the Digital + Interactive Media major, the Department included courses in data visualization (DIG 3181, Interactive Visualizations) and social media content development and audience metrics (DIG 3146, The Social Media Audience). Beginning in Fall of 2022, a new Spanish language media course will be offered.

In Fall of 2019, the School of Communication + Journalism (SCJ) and Sony Music established a partnership to create the first-of-its-kind formal program, which will continue for future semesters. The Student Influencer & Marketing Internship Program embraced students to help foster the music communities that not only influence the sounds of today, but also build the companies of tomorrow. The program allowed on-campus and online students to participate.

In the nation's capital, two new programs were introduced to provide deeper experiential learning opportunities. Beginning in the 2021-22 year, the Department of

Communication introduced COM in the District, a communications immersive experience in Washington D.C. where students obtain 250+ hours of professional experience, an expanded network of contacts, and a greater understanding of the industry. The student-run BOLD Agency plays a significant role in serving as researchers and strategists to better understand the audience. Students serve as a talent pool and recruiters for the program and support creative rebranding efforts and the development of promotional initiatives. Students must be full-time status during the participating semester and must be enrolled in COM 4940, Communication Internship Course, and attend sessions at the FIU in D.C. office.

A second program, CARTA in D.C., recruits and places students at internships throughout the capital for an entire semester. Students work with prestigious organizations, including The Woodrow Wilson International Institute for Scholars, FIU in D.C. and Young Professionals in Foreign Policy, among others. Both programs are designed for on-campus and online students to participate, and in the midst of the pandemic, students were able to continue their experiences in a virtual or remote fashion.

Drawing on the expertise of industry leaders, several experienced media and communication professionals serve on the SCJ Dean's Advisory Board, lending their talent and time to the School and College administration. The mission of the SCJ Dean's Advisory Board is to keep the School on top of the current needs and future trends of the professions and industries that are served by the School.

Rounding out different areas that enhance professional expectations of current digital, technological and multimedia competencies, the SCJ faculty are actively engaged in producing media, by supervising student media production and communication plans and campaigns, by contributing to local and national news and communication organizations, and by participating in civic and experimental media projects with organizations like Code for America, First Draft News and InfoAmazonia. These efforts help keep faculty in touch with the changing media landscape.

5. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.

Department chairs are responsible for ensuring consistency in learning objectives, workload, and standards across all sections of multi-section courses. The chairs may delegate a full-time faculty member to oversee the curriculum of multi-section courses, including revision of syllabi and course outlines and, when necessary, calling a meeting

of the faculty teaching the multiple sections to discuss course objectives, learning outcomes (standards), and workloads. For example, in the Department of Journalism + Media, Assistant Teaching Professor Dr. Karla Kennedy has overseen the multiple sections of MMC 3123, Writing Fundamentals. Each semester Dr. Kennedy tailors the curriculum to the needs of the Department, mentoring the adjuncts and graders who participate in the instruction. She established a Writing Lab at the Biscayne Bay Campus, where students may receive extra tutoring in writing for the media. In Spring 2020, Dr. Kennedy took a temporary position in the Dean's Office as Director of Online Learning, where she worked with faculty in the CARTA to adapt to increased requirements for online learning during the pandemic and beyond. During this time, she has continued to oversee the Writing Fundamentals course.

In the newly established curriculum in the Department of Journalism + Media, one faculty member has been assigned to each major to oversee consistency in multiple sections:

- Susan Jacobson in Digital Journalism
- Susan Jacobson in Digital Broadcasting
- Susan Jacobson in Digital and Interactive Media
- Michael Sheerin in Digital TV and Multimedia Production

In the Department of Communication, a similar multiple-step approach is employed:

1. The Department has developed learning objectives for all undergraduate and graduate courses, all of which were voted upon by departmental faculty to ensure consistency. The Department reviews these learning objectives on a periodic basis and, if necessary, makes adjustments after a vote of the faculty. By Department mandate, these learning objectives are contained in each course syllabus to ensure that students and faculty stay focused on them.
2. The chair works with each full-time faculty member and adjunct to review the proposed syllabus and ensure that the learning objectives are being met. Adjunct faculty are instructed to follow previous syllabi, with minor modifications if required, and the texts utilized are either mandated or approved in advance by the Chair.
3. Whenever more than one faculty member is required to teach specific sections, participating faculty members actively share materials, approaches and solutions to problems with each other. This sharing process is supervised and enforced by the Chair to ensure that the learning and instructional objectives are being met in a consistent manner across the multiple sections.

4. Faculty meet frequently to determine new content and approaches. This is done in regular faculty meetings throughout the academic year, and informally as faculty pursue individual interests.

6. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a digital format, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites.

- [Link to internship FAQ and Evaluation Forms](#)

Internships are an essential component of the SCJ program and the professional development of its students. Although students are not required to complete internships, the SCJ does strongly recommend them to students who do not have any professional work experience. From orientation to graduation, students are urged to take their internship experiences seriously, to make conscious decisions as to where they will solicit and accept internships, and to approach an internship as they would a professional work experience. The CARTA SCJ Internship Policies and Procedures (link to document) delineate guidelines for the selection, supervision, evaluation, and credit earned for student internship experiences.

Selection of sites for internships for credit in the major

In the past, there were two pathways to have an internship advertised, one informal and the other formal. The informal pathway was when an employer emailed the School directly. Information was passed on to students through an email blast and posted the announcement on the SHIP (the School's in-house internship portal prior to 2020). In order to ensure equity and to reach a larger audience, the unit has moved away from the informal process and requires employers to formally register via [Handshake](#), an online database of internal and external jobs, internships and other opportunities open to the FIU community.

Once an employer registers with Handshake, the Employer Engagement Team within FIU's Career and Talent Development Department confirms the employer's status (a physical address, domain website and email, and a safe working environment), and provides advice and support to assist the employer in reaching the largest population of FIU students as possible--via job postings, career fairs, and other events. In addition,

the new career website provides faculty with the resources they need to easily introduce their industry partners to the Employer Engagement Team and Handshake registration.

[The CARTA Careers website](#) provides SCJ students with a single source of information to seek internships and register for internship courses that both capture their experience for FIU metrics and provide the students with academic credit where applicable.

Supervision of internship and work experience programs

External and internal (those at FIU) internships are reviewed for academic rigor, a safe working environment, and "truth in advertising" as to professional experiences offered. This review is accomplished both by Communication and Journalism department internship coordinators, as well as by FIU's Career and Talent Development Employer Engagement team, which follows accepted National Association of Colleges and Employers approval guidelines. Once the opportunities are certified, students are enrolled in internship courses (variable credits from zero to 3, which may be repeated), and the employers/supervisors complete student evaluation forms both at midterm and at the end of the semester that are considered in the student's overall grade. In-house internships require the same steps/process as external internships and are additionally supervised throughout the internship by the appropriate internship faculty director in conjunction with any external partners.

Evaluation and grading student performance

For external internships to receive a grade (either Pass/Fail or letter grade), both students and their employer must complete a final internship evaluation. The employer evaluation carries the most weight when determining the grade the student will receive. For in-house internships, the faculty director will evaluate the student's work during the internship to determine the grade.

Awarding credit for internships or work experiences

Students earn 1-3 credits for an internship experience, for a maximum of 6 credits (over two semesters), provided they receive a Pass or letter grade of C or higher as their internship grade. The departments offer 0-credit internships for students who wish to have their participation in the South Florida Media Network or the BOLD Agency reflected on their transcripts but do not wish to accumulate academic credits. In order for a zero-credit internship to appear on a transcript, the student must receive a Pass or C or higher as their internship grade.

Examples of Internship Sites

STEP

The Univision STEP (Student Training to Employment Program) Capstone Practicum Semester provides an opportunity for students to train with journalism and media professionals who manage the local stations group for Univision Network in the day-to-day business of Univision. Students gain on-the-job experience while completing program requirements for their undergraduate or graduate degree. Job opportunities upon successful completion of this program offer temporary employment with Univision for qualifying students.

There are two main components to the STEP Capstone Practicum Semester:

Formal Classroom Instruction: During this semester-long, immersive program, students meet every Friday starting the first week of classes at the Univision state-of-the-art studios located in Doral for formal classroom instruction, which includes

- An advanced skills curriculum covering the latest trends and innovations in editing, graphics, audio, digital, shooting, scripting
- Immersive Spanish-language reporting and delivery workshops
- Professional networking workshops

Hands-on Work Experience (Practicum): The practicum (internship) portion of the program also runs the full semester and takes place Monday – Thursday between regular business hours. Students arrange their practicum schedule with the Univision STEP Coordinator in either morning or afternoon shifts and receive an hourly salary for a maximum time commitment of 20 hours per week.

NBCU Diversity, Equity and Inclusion Fellowship

The NBCU Diversity, Equity & Inclusion Fellowship provides many of the same benefits as an internship. It is a highly competitive program that lets Journalism + Media students participate in and help shape a truth and fact-based news process that accurately and fairly represents the School's diverse global, national, and local communities. In partnership with NBCU Academy, students receive real-world insight and mentorship from NBCU News Group journalists, executives, and management from editorial and production teams across NBC News, MSNBC, CNBC and Telemundo to work to champion the cause of a more equitable and inclusive journalistic practice.

During this multi-semester program, NBCU Diversity, Equity and Inclusion Fellows will enroll in a series of Special Topics courses that will explore the responsibility of journalists in advancing equity and fairness in reporting. Course topics will focus on issues related to social justice, racial justice, gender equality, immigration, housing inequity, among others.

Benefits of this program to students include:

- Earn up to 12 academic credits to count toward their major-specific and/or elective requirements
- Receive a \$2,500 stipend for each semester of participation
- Access to industry professionals including reporters, executives, and management
- Robust portfolio of professional work and valuable work experience
- Increase professional and career networks
- Access to NBCUniversal recruiting events for internships and/or full-time employment

SFMN Bureau Experience

In January 2009, the then SJMC established the South Florida News Service as a collaborative effort with South Florida's three daily metro newspapers to give students experience in working in modern-day newsrooms. The School recognized that with major economic and technological changes occurring in news media, students and newspapers could benefit from working together. With seed money from the McCormick Foundation and the Scripps Foundation, students earned credit for producing news coverage while gaining first-hand knowledge about one of the most culturally and ethnically diverse regions in the United States, learning professional ethical principles from newsroom editors, being taught accuracy, fairness, clarity, style and grammar in a newsroom environment, and being introduced to tools and technologies alongside experienced reporters and editors who were also seeing them for the first time. The news service operated as an online reporting class and later evolved to a news site where students managed the content and operation of the news site with a commitment to writing clearly and correctly using text, video, audio and multimedia; evaluating the work of each other for accuracy, fairness, clarity, appropriate style and grammatical correctness and applying the principles of freedom of the press.

As the journalism landscape changed, so too did the South Florida News Service. Through its evolution, the program became the South Florida Media Network (SFMN).

The SFMN was awarded the 2020 EPPY for Best College Produced Community website, and its student journalists have won more than 40 national and regional awards during Academic Year 2020-2021. The SFMN trains students in both formal (for-credit) and informal internships. The SFMN has “bureaus” in New York City and Washington, D.C., where students may engage in a study away experience beginning in 2018. Beginning in 2020, when COVID travel restrictions were imposed by the University, a Miami Bureau was established. The SFMN experiences are designed to offer students the opportunity to study in three of the most newsworthy locations and media centers in the world while networking with professional journalists, community leaders, and FIU alumni. Each program offers hands-on academic experiences that reach beyond the traditional classroom structure. Through a combination of theoretical and experiential formats, students engage in lively academic discussions, traverse each city while conducting investigative field work, and participate in professional workshops and events. Individually, each program has its own unique focus and point of interest.

Scripps Howard Internship

Since 2007, the Scripps Howard Foundation has considered the SCJ a partner-university and has awarded the School summer scholarships for 10-week internships. These internships may be conducted at either a Scripps Howard property or at a non-competing news organization and has been an excellent training ground for students.

BOLD Agency

BOLD is a student-run, faculty-led strategic communications agency with a purpose to create real world industry experience for young professionals, while also creating quality work for clients of all sizes in the South Florida region. From its beginnings in 2018 with 62 students, the BOLD Agency has grown to 91 students as of the Fall of 2020 semester and a roster of 15 clients. BOLD clients are presented with communication strategies, management, and content that help to elevate their brand while student associates develop their professional skills. As of December 2020, 82 percent of BOLD student members were employed in the communications industry within one year of graduation. BOLD has also maintained success in continuously placing students in the Multicultural Advertising Intern Program (MAIP) fellowship.

COM in the District

Beginning in the 2021-22 academic year, the Department of Communication introduced COM in the District, a communications immersive experience in Washington D.C. where

students obtain 250+ hours of professional experience, an expanded network of contacts, and a greater understanding of the industry. The student-run BOLD Agency plays a significant role in serving as researchers and strategists to better understand the audience. Students serve as a talent pool and recruiters for the program and support creative rebranding efforts and the development of promotional initiatives. Students must be full-time status during the participating semester and must be registered in COM 4940, Communication Internship, and attend Friday sessions at the FIU in D.C. office (twice a month). Housing scholarships in the amount of \$3,500 are disbursed with full-time enrollment. Students are required to cover additional expenses related to the program participation including, tuition, food, travel and ground transportation in D.C.

CARTA - FIU in D.C.

The CARTA in D.C. program recruits and places students at internships for an entire semester. Students not only get to work with prestigious organizations, but there are a number of lectures scheduled with Communication professionals, field trips in the city, and workshops. Highly motivated students who participate are also eligible for a \$3,500 scholarship to cover housing costs. Students are placed at The Woodrow Wilson International Institute for Scholars, FIU in D.C., and Young Professionals in Foreign Policy, among others.

PROFESSIONAL MASTER'S PROGRAMS

7. Describe the process and requirements for admission to the program. If requirements are different for an online program, please explain.

The application process for both the Global Strategic Communications master's Program and the Spanish-language Journalism master's Program is the same for all modalities (online and in person). Students apply online and submit their materials at the FIU Graduate School website. and submit their materials to the [Graduate Application](#) page on the FIU Admissions website. To be considered for admission to FIU and the SCJ's graduate programs, students must have:

- **Bachelor's Degree** from a regionally accredited U.S. institution or its equivalent from a recognized foreign institution authorized to grant degrees.
- **Minimum 3.0 GPA** (on a four-point scale) in upper-division coursework of bachelor's degree, or equivalent.
- **Official GRE Scores OR GRE Petition for Waiver.** GRE scores are valid for 5 years (there is no minimum score required). Applicants may submit a petition to

be waived from the GRE admission requirement if they meet any of the following: exceptional academic credentials, a record of professional accomplishments, a master's degree from a regionally accredited college or university, or GMAT/LSAT scores. The GRE petition for waiver process includes uploading a letter into the application system that highlights more than four years of professional experience, managerial experience, academic excellence, etc. The program looks for a demonstration of excellence at the professional or academic level. The petition approval is not guaranteed.

Additional required application materials include:

- **Official Transcripts.** Submit official transcripts from all previously attended colleges/universities. *Applicants who are currently attending/attended FIU do not need to submit an FIU transcript.*
- **Resume.** Current and detailed.
- **Statement of Purpose.** A well-written statement describing your professional goals and reasons for pursuing this degree at FIU (minimum 500 words).
- **2 Letters of Recommendation.** These may be from employers, faculty, or professional associates.

Additionally, the Spanish-language Journalism master's program requires 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. No minimum TOEFL score for the Spanish-language Program is required, for candidates that chose the Spanish-language Multimedia Track. For those that chose the Latin America and Caribbean Track, a minimum score of 500 will be required. Candidates who have taken or passed the TOEFL more than two years before they apply for admission to the program must repeat the test with the required score. Students applying to the Spanish Language Program are required to take the EXADEP or GRE with no minimum required score.

Both master's degree programs admit students beginning in the Fall semester (application due date: June 1) and Spring semester (application due date: October 1).

8. Report the applications, admissions and enrollment for the years below. If the degree is offered on-site and online, provide each separately in the chart below.

**Department of Communication – Master of Science in Mass Communications,
Global Strategic Communications (GSC) Program**

Onsite

Academic Year	Applications	Admissions	Enrollment
2020-2021	105	90	74
2019-2020	90	67	44
2018-2019	73	58	41
2017-2018	86	54	46

Online

Academic Year	Applications	Admissions	Enrollment
2020-2021	117	109	83
2019-2020	86	73	57
2018-2019	97	81	63
2017-2018	95	72	51

**Department of Journalism + Media – Master of Science in Mass Communication,
Spanish-language Journalism Program**

Academic Year	Applications	Admissions	Enrollment
2020-2021	24	16	11
2019-2020	24	9	9
2018-2019	19	9	9
2017-2018	23	15	12

9. Tell how the graduate program is distinct from the undergraduate program. Show how instruction and curricular requirements for graduate students are at a more advanced and rigorous level than courses for undergraduate students, including courses open to both undergraduate and graduate students. This discussion should include online courses.

FIU has graduate policies and quality standards to ensure that post-baccalaureate professional degree and graduate degree programs are progressively more advanced in academic content than undergraduate programs. Graduate education at FIU builds on the foundation of undergraduate education, requiring more rigor and higher-order thinking than undergraduate work. Master's degree programs at FIU are designed to (1) provide students the professional training necessary for the pursuit of careers in which the master's degree is a requirement, (2) provide advanced training for career advancement, or (3) prepare students for entrance into doctoral programs.

In keeping with FIU's mission, graduates of the Global Strategic Communications (GSC) master's program are prepared to make contributions as responsible professionals and community leaders in a culturally diverse society. The program focuses on specific areas within the discipline, which allow this to be a more concentrated program than what would be found at the undergraduate level. The program is designed exclusively with 5000 and 6000 level courses. All assignments and coursework are completed exclusively by graduate students. In the fully online program, the courses run in eight-week mini semesters that present information in a more rigorous fashion. The professionally focused 30-credit hour curriculum consists of core and elective requirements that ensure the GSC online and on-campus programs are pedagogically sound as a discipline. The capstone requirement is an intensive, research-based assignment requiring students to apply what they have learned in a project that demonstrates excellence in a particular area of global strategic communications.

The online GSC program, which integrates public relations and advertising, provides greater access to education for communication professionals around the world, extending the reach into global communities otherwise not able to access on-campus programs. The program enhances the institution's growing national and international reputation as a leader in journalism and mass communication education. The GSC Online program also contributes to the advancement of knowledge in the communication field through student research completed as part of the required capstone project. Graduate students also have unique access to professional development opportunities not available at the undergraduate level, including ambassadorships and speaking engagements at international strategic communication conferences.

In the Spanish-language Journalism master's program, courses are more advanced than that of the undergraduate coursework. The students are prepared to tackle complex issues and work on investigative stories unveiling corruption or fraud. They also practice in-depth reporting and focus on bridging the knowledge gap between these issues and all types of audiences, especially those disadvantaged or from immigrant communities. They are not only required to expand their understanding of current events, science, geopolitics, or race relations but also to constantly communicate with their audiences to calibrate their concerns and challenges.

Both graduate programs participate in an accelerated bachelor's-to-master's degree pathway (i.e., 4+1) initiative, through which highly qualified SCJ undergraduate students may be admitted into a master's degree with one extra year of study. Admission to an accelerated pathway is a selective procedure requiring application, review, and approval processes established by the respective college and department.

10. Provide a list and a brief description of specialized professional graduate courses offered as part of the curriculum.

Below is a list of specialized professional graduate courses, with a brief description, that are part of the curriculum for the Master of Science in Mass Communication, including the Global Strategic Communications and Spanish-language Journalism majors.

Department of Communication Global Strategic Communications Curriculum

- **PUR 6607, Global Strategic Communications Management** (3 credits)
This course acquaints students with the professions and practice of global advertising and public relations in a multicultural world.
- **COM 6318, Applied Research Methods** (3 credits)
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.
- **PUR 6206, Ethics and Social Responsibility** (3 credits)
This course familiarizes students with professional ethics and standards in advertising and public relations and examines the regulatory environment.
- **PUR 6005, Theories of Mass Communication** (3 credits)
The course examines writing theories and processes and explores media

responsibility to society including communication principles and techniques found in contemporary communication theories.

- **PUR 6956, Professional Project** (3 credits)
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.
- **+FIVE ELECTIVES (5000 / 6000 level)**
(The student could take any graduate course approved by the Program Coordinator).

TOTAL: 30 CREDITS

Department of Journalism + Media - Spanish-language Journalism Master's Program

- **MMC 6108, Theories of Mass Communication & Writing** (3 credits)
This course examines writing theories and processes and explores media responsibility to society including communication principles and techniques found in contemporary communication theories.
- **JOU 6185, Reporting Social & Ethnic Issues** (3 credits)
This course is an introduction to basic elements of journalistic storytelling with special emphasis on reporting social and ethnic issues.
- **RTV 6309, Visual Storytelling and Production** (3 credits)
The course is designed to teach students the reporting, pre-production and production skills required in multimedia journalism.
- **MMC 5440, Applied Research Methods** (3 credits)
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.
- **JOU 6118, Investigative Reporting Techniques** (3 credits)
The emphasis in this class is on the digital media and the possibilities of combining basic news reporting and writing skills with new electronic resources and tools available to journalists.

- **MMC 6257, Media Management and Entrepreneurship (3 credits)**
The main objective is to infuse entrepreneurship concepts and practices into the journalism students, from ideation of a business project to the use of canvas to the business presentation.
- **RTV 6237, Visual Storytelling and Production II (3 credits)**
This course is a continuation of the course RTV 6309 Visual Storytelling and Production. Students will learn broadcast and webcast techniques, professional shooting, video editing, newscast and segment production.
- **MMC 6736, Social Media for Communicators (3 credits)**
A course aimed to provide the students the tools and strategies needed to find and distribute news on social media, to engage the community in the discussion, to find story ideas, sources and track trends, to attribute information and to verify it, and to help them leverage social media's attributes to build and develop their own brand. As a teaching method, the course will use lectures, class discussions, guest speakers, case studies, homework, and a final project.
- **MMC 6635, Ethics and Social Responsibility (3 credits)**
This course familiarizes students with professional ethics and standards in journalism and examines the regulatory environment in which communications takes place.
- **MMC 6950, Mass Communication Professional Project (3 credits)**
The professional project is designed to demonstrate the student's excellence in the area of investigative journalism. This course provides further training in investigative reporting, teaching students how to go beyond the daily news coverage. The final project will emphasize problem solving in developing stories from conception to finished product. The course is practical and, at the same time, directs students to think deeply and critically about the stories they will report, write, produce and publish in a multimedia platform. The project must be completed within one semester.
- **+TWO ELECTIVES (5000 / 6000 level)**
(The student could take any graduate journalism-related course approved by the Program Coordinator).

TOTAL: 36 CREDITS

11. Show that at least half the required credit hours in the master's program are in professional skills courses appropriate to professional communications careers.

Master of Science in Mass Communication, Global Strategic Communications

As part of the 30-credit hour Master of Science in Mass Communication, Global Strategic Communications (GSC) program, graduate students take 10 of the following courses (5 required and 5 electives) that integrate theory and skill to form the foundation of a comprehensive professional communication graduate program.

Master of Science in Mass Communication – Global Strategic Communications		
Skills: <i>These courses cover professional skills appropriate to professional communications careers.</i>		
Theory: <i>These courses are theory-based.</i>		
Theory/Skills: <i>These courses combine theory and skills</i>		
Required Courses (15 credit hours)	Course Type	Credit Hours
PUR 6607 Global Strategic Communications Management	Theory	3
COM 6318 Applied Research Methods	Skills	3
PUR 6206 Ethics and Social Responsibility	Theory/Skills	3
PUR 6605 Theories of Mass Communication	Theory	3
PUR 6956 Professional Project	Skills	3
Total Required Skills Courses	2	40 percent
Total Required Theory Courses	2	40 percent
Total Required Theory/Skills Courses	1	20 percent
TOTAL		100 percent

Elective Courses (15 credit hours, students choose 5 classes)	Course Type	Credit Hours
PUR 6610 Global Reputation Management	Theory/Skills	3
PUR 6806 Global Account Planning	Theory/Skills	3
PUR 6935 Advanced Communication Seminar	Theory/Skills	3
PUR 6508: Social Media Metrics and Evaluation	Theory/Skills	3
PUR 6117 Digital Storytelling	Theory/Skills	3
PUR 6625 Digital Media Management	Theory/Skills	3
ADV 6805 Advertising & Public Relations Creative Strategy	Theory/Skills	3
COM 6085 Communication in the Digital Age	Theory/Skills	3
COM 6435 Global Communications	Theory/Skills	3
MMC 5932 Special Topics Seminar	Theory/Skills	3
PUR 6116 Multimedia Production	Skills	3
PUR 6115 Applied Media and Communication Skills	Skills	3
ADV 6305 Media Planning	Skills	3
COM 6915 Independent Study (with permission of professor and associate dean)	Theory/Skills	1-3
COM 6945 Graduate Internship (with permission of professor and associate dean)	Skills	1-3
Skills Electives	4	26.6 percent
Theory Electives	0	0

Theory/Skills Electives	11	73.3 percent
TOTAL	15	100 percent

Master of Science in Mass Communication – Spanish-language Journalism

In the 36-credit hour Master of Science in Mass Communication, Spanish-language Journalism program all the courses have at least part of a professional skills orientation. The following required courses all have professional skills components.

Master of Science in Mass Communication – Spanish-language Journalism		
Skills: <i>These courses cover professional skills appropriate to professional communications careers.</i> Theory: <i>These courses are theory-based.</i> Theory/Skills: <i>These courses combine theory and skills</i>		
Course	Course Type	Credit Hours
MMC 6108, Theories of Mass Communication & Writing	Theory/Skills	3
JOU 6185, Reporting Social & Ethnic Issues	Theory/Skills	3
RTV 6309, Visual Storytelling and Production	Skills	3
MMC 5440, Applied Research Methods	Theory/Skills	3
JOU 6118, Investigative Reporting Techniques	Skills	3
MMC 6257, Media Management and Entrepreneurship	Theory/Skills	3
RTV 6237, Visual Storytelling and Production II	Skills	3
MMC 6736, Social Media for Communicators	Skills	3

MMC 6950, Mass Communication Professional Project	Skills	3
MMC 6635, Ethics and Social Responsibility	Theory	3
Theory Courses	1	10 percent
Skills Courses	5	50 percent
Combined Theory/Skills Courses	4	40 percent
TOTAL	10	100 percent

12. Complete the two professional master's program curriculum tables below.

Provide the first 15 names on an alphabetical list of the graduate students who received a professional master's degree during the 2019–2020 academic year. Provide each student's name, undergraduate major and school attended as an undergraduate.

Because FIU's initial accreditation visit was scheduled for Spring 2021, this is the data that was collected.

Department of Communication: Global Strategic Communications (GSC)

GSC On-campus students

No.	Name	Undergraduate Major	School Attended as an Undergrad Student
1	Alvarez, Leoncio	Communication	Florida International University
2	Bolden, Adrienne	Biology	Howard University
3	El Jamali, Mouna	Organizational Communications	Florida International University
4	Gonella, Sofia	Marketing	Florida Atlantic University
5	Guyton, Danielle	Journalism & Mass Communication	North Carolina A&T State University

6	Hernandez, Maria	International Relations	Lynn University
7	Kalinnikova, Olga	Foreign Languages	Kuzbass State Pedagogical Academy
8	Paiz-Morales, Paulina	Advertising	Syracuse University
9	Rodriguez, Yamile	Visual Media	Rochester Institute Of Technology
10	Singleton, Margaret	Public Relations	Western Kentucky University
11	Telleria, David	Organizational Communication	Rollins College
12	Arocha, Carla	Marketing	Florida International University
13	Burge, Corey	Sport Administration	Ball State University
14	Hernandez, Sarah	Organizational Communications	Florida International University
15	Hernandez-Alende, Diana	Advertising	Florida International University

Professional Master's Credit Hours

Show master's credit hours earned in all courses by the 15 students listed above.

Note - In 2018, the Department of Communication initiated course number changes through the curriculum committee process in an effort to more clearly distinguish courses being offered by the Department versus the Department of Journalism + Media. Most courses with MMC or DIG prefixes were updated and now feature PUR, ADV or COM prefixes. The chart below features the former course number, which appeared on the transcripts for some of these students listed below) and the current course prefix and number.

GSC On-Campus Students

Courses	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Core Requirements															
MMC 5440 COM 6318	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

MMC 6213 PUR 6206	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MMC 6402 PUR 6005	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PUR 6607	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MMC 6950 PUR 6956	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Electives Inside the Department															
ADV 6805C	X		X	X	X	X	X	X	X		X			X	X
DIG 5167 PUR 6508	X			X	X	X		X	X	X			X	X	X
DIG 5438 PUR 6117			X	X	X					X	X	X	X		X
MMC 5268 COM 6085															
MMC 5306 COM 6435							X								
MMC 5932	X		X			X	X	X	X		X	X	X	X	
MMC 6135 PUR 6116	X			X	X		X				X	X	X	X	X
MMC 6412 PUR 6115															
MMC 6416 ADV 6305								X	X	X		X			
MMC 6900 COM 6915															
MMC 6940 COM 6945			X							X		X			
MMC 6951C								X							
PUR 5476															
PUR 6477		X	X							X	X				

PUR 6610	X	X		X	X		X						X	X	X
PUR 6935						X		X	X						
Elective Courses Outside of the Unit															
HMG 6280						X									
INR 5609								X							
LBS 5465		X													
LBS 5485		X													
LBS 5488		X													
MMC 6736						X									

GSC Online students

No.	Name	Undergraduate Major	School Attended as an Undergrad Student
1	Blanco, Enrique	Business Administration	Florida International University
2	Cordova, Lidia C	Organizational Communications	Florida International University
3	Lofton, Brandy M	Business	University Of Phoenix
4	Medina, Chloe M	Strategic Communication/PR	Flagler College
5	Morales, Geneviv	Advertising	Florida International University
6	Noel, Jantzsen	Public Relations	Florida International University
7	Osborne, Jennine	Health Sciences	Howard University
8	Parks, Rickara G	Organizational Communications	Florida International University

9	Rivera, Cheryl F	Political Science	Florida International University
10	Samuels, Kiara D	Organizational Communications	Florida International University
11	Sharifeh, Donia	Public Administration	Florida International University
12	Smith, Erica B	Business Administration	Pace University
13	Albeloushi, Abdullah	Organizational Communication Studies	Florida International University
14	Augustin, Stephanie	Communication	Devry University
15	Barnett, Adam	Communication	Flagler College

Professional Master's Credit Hours

Show master's credit hours earned in all courses by the 15 students listed above.

Note - In 2018, the Department of Communication initiated course number changes through the curriculum committee process in an effort to more clearly distinguish courses being offered by the Department versus the Department of Journalism + Media. Most courses with MMC or DIG prefixes were updated and now feature PUR, ADV or COM prefixes. The chart below features the former course number, which appeared on the transcripts for some of these students listed below) and the current course prefix and number.

GSC Online students

Courses	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Core Requirements															
MMC 5440 COM 6318	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MMC 6213 PUR 6206	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MMC 6402 PUR 6005	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PUR 6607	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MMC 6950 PUR 6956	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Electives Inside the Department															
ADV 6805C					X										
DIG 5167 PUR 6508	X	X	X			X	X	X	X	X	X	X		X	
DIG 5438 PUR 6117	X			X		X	X	X		X		X			
DIG 5569						X									
MMC 5268 COM 6085		X	X												X
MMC 5306 COM 6435	X	X		X	X	X		X	X	X		X	X	X	
MMC 5932				X	X										
MMC 6135 PUR 6116															
MMC 6412 PUR 6115		X					X	X	X	X	X	X			
MMC 6416 ADV 6305				X	X	X	X			X				X	
MMC 6900 COM 6915															
MMC 6940 COM 6945													X	X	
MMC 6951C															
PUR 5476										X					
PUR 6477			X						X				X	X	X
PUR 6610				X	X	X	X				X				X
PUR 6625												X		X	
PUR 6935		X				X			X						
Elective Courses Outside of the Unit															

HMG 6280															
INR 5609									X						
LBS 5465	X		X						X			X			
LBS 5485	X		X						X			X			
LBS 5488							X		X	X		X		X	
MMC 6736															

Department of Journalism + Media
Spanish-language Journalism Master's Program

Provide the first 15 names on an alphabetical list of the graduate students who received a professional master's degree during the 2019–2020 academic year. Provide each student's name, undergraduate major and school attended as an undergraduate.

No.	Name	Undergraduate Major	School Attended as an Undergrad Student
1	Becerra, María Fernanda	Journalism	University of the Americas
2	Cardona, Vanessa	Architecture	Universidad Piloto de Colombia
3	Delgado, Grethel	Theater and Drama	Escuela Superior de Arte (Cuba)
4	Di Lorenzo, Ikira	International Studies	University of Miami
5	Ferreira, Priscila	Communication Arts	Florida International University
6	Gallego, Jairo	Social Communication	Pontífica Universidad Javeriana (Colombia)
7	Grajales, Isabella	Communication Arts	Florida International University

8	Malavé, Andreina	Social Communication	Andrés Bello University (VEN)
9	Morales, Carolina	Modern Languages	Metropolitan University (VEN)
10	Navarro, Samuel	Journalism	University of Florida
11	Pérez, Alejandro	Communication	University of Colorado
12	Perez, Laura	Journalism	Universidad del Sagrado Corazón (PR)
13	Radu, Diana	English	CUNY Queens College
14	Rodríguez, Olga	Business Administration	Nova Southeastern University
15	Sosa, Solangi	Business Administration	Charter Oak State College

Professional Master's Credit Hours

Show master's credit hours earned in all courses by the 15 students listed above.

COURSES INSIDE THE UNIT Spanish-language Journalism															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MMC 6108	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
JOU 6185	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
RTV 6309	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
MMC 5440	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
JOU 6118	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
MMC 6257	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
RTV 6237	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
MMC 6736	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x
MMC 6635	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x

MMC 6950	x	x	x	X	x	x	x	x	x	x	x	x	x	x	x	x
COURSES OUTSIDE THE UNIT (Electives)																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CPO6307	X	X		X	X	X	X	X		X		X	X	X	X	
INR6107			X				X				X					
RLG5065						X			X							
RLG6316	X	X	X	X				X	X	X	X	X	X	X	X	

Courses outside the unit

- CPO 6307 Seminar on South American Politics (3 credits)
- INR 6107 U.S. Foreign Policy: Process & Institutions (3 credits)
- RLG 5065 Latinas and Religion in the Americas (3 credits)
- RLG 6316 Seminar in Latin American Democratic Institutions (3 credits)