



School of Communication

SPRING 2023

MISSION

To be the nation's top program for training 21st century media and communication professionals, committed to inclusivity, experiential learning, and signature media and industry partnerships.

DEMOGRAPHICS

Students

1195 Students

225 Lower Division	1% Asian*
970 Upper Division	14% Black or African-American*
	64% Hispanic*
	5% Nonresident Alien*
	1% Not Reported*
	2% Two or More Races*
	13% White*

Faculty

74 Faculty

29 Full-Time	5% Asian*
39 Adjunct	1% American Indian or Alaska Native*
6 Administrative	14% Black/African-American*
	32% Hispanic/Latino*
	3% Not Reported*
	45% White*

*self-reported

VISION

Becoming a recognized leader in educating the most highly qualified global communication professionals in the Americas and the world.

RANKINGS

#64-89 Communication, US Public Institutions; **#201-300**

Communication, World - Academic Ranking of World Universities (2022)

#4 Best Online Communications Degree Programs; **#7** Best Online Master's in Media Communication Programs; **#17** Best Online Master's in Communications Programs - Intelligent.com (2022)

#3 Most Affordable Online Bachelor's in Communication Programs - Bestvalueschools.com (2021)

#4 Top 10 Best Online Bachelor's Degrees in Communications - Onlinecollegeplan.com (2022)

#3 Most Popular Bachelor's Degree Colleges for Communication & Media Studies; **#5** Most Popular Bachelor's Degree Colleges for Communication & Journalism; **#9** Most Popular Master's Degree Colleges for Communication & Media Studies; **#11** Most Popular Bachelor's Degree Online Communication & Journalism Schools - Collegefactual.com (2022)

#1 Best Communication & Media Studies Schools for Non-Traditional Students in Florida - Collegefactual.com (2021)

#1 Hispanic and Total Minority Bachelor's Degrees for Communication and Journalism; **#3** Hispanic Master's Degrees for Communication and Journalism; **#6** All Races Degrees for Communication and Journalism - Diverse.com (2019)

DEGREE PROGRAMS

Undergraduate Level

Bachelor of Science (BS) in Public Relations, Advertising, and Applied Communications (PRAAC) - Available in person or fully online

Bachelor of Arts (BA) in Communication Arts

- Art and Performance Track
- Media + Design Studies Track
- Organizational Communication Track

Graduate Level

Master of Science (MS) in Mass Communication: Global Strategic Communications

- Management Track
- Creative Track
- Fully Online Track
- 4+1 Program (Combined BS+MS)

9,486* degrees conferred **since 1978.**

*combined alumni count with the Department of Journalism + Media

SCHOLARSHIP & CREATIVE ACTIVITY

Our internationally known faculty members conduct research about organizational communication, advertising and public relations. This includes researching audiences, messages, and media as well as the influences and effects of strategic communication.

HIGHLIGHTS

Popular degree offerings aligned with industry demand

Signature experiential-learning programs

Communication studio designed to assist students and business leaders with presentation and public speaking skills

Engaged faculty with expertise in health and science communication as well as expertise in crisis communication, branding, conflict resolution, and advertising

Home of iSTAR, the Lee Caplin Immersive Studio for Augmented Reality

COMMUNITY ENGAGEMENT

BOLD - Student-run communication agency

STEVEN CRUZ INSTITUTE for MEDIA, SCIENCE + TECHNOLOGY - Interdisciplinary research and education center that connect top communication professionals and researchers with scientists and technology experts.

FIU PRSSA - Student chapter of the Public Relations Society of America (PRSA)