LIST OF COURSES

At Florida International University, these are the seven courses you have to take:

Seven (7) Courses taken at FIU:

- MMC 6402 - Theories Mass Communication
- ADV 6805c - Creative Strategy
- MMC 5306 - Global Strategic Communications
- MMC 6213- Law & Ethics in Mass Communication
- MMC 5440 - Research Strategy
- VIC 5205 - Trends Graph/Design
- MMC 6950 - Mass Com Professional Project

MMC 6402 Theories of Mass Communications: The purpose of this course is to provide a comprehensive grounding in mass communication theory. FIU - MAS CREATIVE students review the historical development of media theory by studying the issues and problems created by the introduction of media and the contemporary conceptualizations of media and media literacy. Understanding that technology is changing consumer communications, this course provides an overview of the creation of new media industries, the adaptation of technology into traditional media platforms, the restructuring of media companies through mergers and acquisitions, and how these changes affect society at large. At the center of this course is teaching how theories explain and guide the development of media and its role in society.

ADV6805 - Creative Strategy: The course is designed to familiarize FIU - MAS creative students with the creative process and problem-solving techniques of the advertising creative professional. This course teaches to formulate strategies using different communication tools and techniques involved in the development of the creative strategy and the big idea, and the collaboration between the account planner, the copywriter and the art director in an advertising agency. The course also reviews theoretical and communication models such as Festinger’s Cognitive Dissonance Theory and Maslow Hierarchy of Needs, and other frameworks that explain consumer behavior and its application to communication messages.
MMC 5306 - Global Strategic Communications: This course examines how cultural diversity influences strategic communication decisions about research, creative strategy and executions, and selection of media through understanding the influence of culture on consumer values and behaviors. Through the study of culture and diversity in this course, FIU - MAS creative students learn how to apply communication theories in order to develop intercultural and multicultural strategic communications that respect these differences ethically, truthfully, accurately, and fairly, within the US and around the world.

MMC 6213 - Law & Ethics in Mass Communication: In this course, FIU – MAS creative students learn the basics of corporate responsibility, government regulations, industry self-regulations, legal and ethical aspects of mass communications and advertising. Given the powerful influence of media and mass communication in shaping attitudes and behavior in today’s world, this course is designed for advertising professionals, to understand and appreciate how to create truthful, honest and ethical advertisements and socially responsible communications that protect consumer rights and avoid harmful messages for children, young people and society at large.

MMC 5440 - Research Strategy: This is an advanced course designed specifically for FIU – MAS creative students to teach the acquisition and use of secondary data, including media data. FIU – MAS creative students also learn how to conduct an original proprietary study through the design, execution and utilization of research techniques, and how to apply the insights gained through primary data collection in the development of creative strategy and execution.

VIC 5205 - Trends Graph/Design: This course emphasizes the use of visual language and graphic design for various media and the influence on audience perception and behavior. Frequently taught at FIU’s Wolfsonian Museum with access to rare historical communication pieces, graphic design is analyzed through the prism of persuasion techniques and the relationship to effective communication messaging. It includes studies of graphic design of communications pieces, visual content, packaging, typography, and messaging in various forms of media.
Professional Project: FIU MMC 6950: Professional Project or Research Paper (Thesis) are designed to demonstrate the student’s excellence in an area of communication study, specifically advertising and creative work. This course provides guidelines and direction to graduate students who have completed 33 credit hours of the GSC Creative Track FIU - Miami Ad School graduate program and in good standing with both schools. Students will work independently and closely with the professor serving as Chair during their semester of graduation. Students may choose their topic (subject to approval) and from two formats: project type A (professional project – creative) where research plays a supporting role for making professional (creative) recommendations and project type B (research paper thesis) which is a research-only project focused on conducting research to address a global strategic communications, public relations or advertising objective.

Six (6) Courses taken at MAS show on the transcript as ADV 6503 and PUR 6935. A full list of these courses is included below:

- ADV 6503 Advanced Creativity – Skills
- PUR 6935 - Advanced Seminar – Skills

At Miami Ad School, below is a list of some of the courses you will take depending on your chosen track, art direction or copywriting. Courses appear under the designation of ADV 6503 Seminar in Advanced Creativity (3 credits each x 5 courses = 15 credits) and PUR 6935 Advanced Communications Seminar (3 credits), teaching the practical applications of the skills necessary for your chosen profession.

**ART DIRECTION STUDENTS:**

**POP 508 Thinking Strategically:** Understanding the importance of strategic thinking and how it fuels the creative process. In this course, you’ll learn how to make all creative ideas smart and strategically sound. You’ll learn the process of a strategic creative. You’ll learn how to approach the creative research process. You’ll learn how to uncover “insights” that will lead to writing a creative strategy statement. You’ll learn to formulate an ideal communications strategy. You’ll learn about the creative brief. And ultimately, you’ll develop solutions as a creative team based on your own strategies.

**POP 511 Type Journey:** An introduction to the art of typography. You’ll get a solid foundation in the techniques of type design as well as the history behind the type faces and the times that created them.
**POP 515 Everything is Media:** You’ll learn how to integrate all media—old and new, offline and online, what’s coming down the line—into the ideal conduit for your branded message. You’ll explore applications of the next technological blockbusters: touch screen, voice and face recognition, telepresence. What’s next? Teleportation?

**POP 546 Heroes and Sidekicks:** Weekly guest lectures by different nationally recognized advertising professionals. You’ll be exposed to various types of advertising and design categories. Having the opportunity to view work from different types of professionals will help you make better choices about your career. You will work on briefs from top Creatives from around the world. The visiting Industry Heroes mentor you in a simulated advertising agency environment. You will grow your advertising network, polish your presenting skills and create integrated campaigns for portfolio.


**POP 522 Interactive Concepting:** Students will get a crash course in digital wizardry. They’ll learn how to concept for interactive projects while learning about the medium on the way to the concept. Students will learn how to come up with interactive ideas, how to pitch those ideas to a client, and how to take the idea into production. The course will cover how to design for the web, how to think about animations, learn what makes up a digital campaign, and how to get your campaign into everyone’s inbox.

**POP 526 Motion Graphics:** In this course, you will develop a broad understanding of motion graphics, production concepts, design tools and the enabling techniques while acquiring a working vocabulary through a series of structured problem-solving activities.

**POP 527 Digital Campaigns:** This course will show you how an idea can be expressed across multiple online platforms in a concerted effort to reach and connect with users, regardless of digital media.

**POP 504 Video Storytelling:** The ubiquity of the video camera and the global stage of YouTube have given the power of the moving image to the masses. Tell a story with motion, sound and time.
POP 531 Social Media: This course will introduce students to the use of social media for the purposes of brand communication and promotion. Beyond the buzzwords and the hype, the fact is that social media platforms are nothing but venues for communication. Some of these conversations take place between consumers and brands. How can marketers use social media to better serve their customers? How can brands achieve authentic relationships with consumers and leverage the power of these connections for the benefit of all participants?

POP 519 Visual Impact: Visual communication transcends language and cultural barriers like nothing else. Learn how to create symbols that interact powerfully with contradictory meanings. Create unforgettable visuals.

POP 609 Get A Job: The purpose of this course is to prepare students to successfully job hunt after graduation. The class focuses on defining a career vision, developing a toolkit for self-promotion that complements the student’s portfolio, and learning to speak confidently about oneself and work. Note that the Get A Job class does not focus on the actual creative work produced by the student, but rather on the packaging of that final work (both in digital and hard/tangible formats), their personal career development and the job hunting process.

POP 629 The Pitch AP: This course will as closely as possible replicate the agency environment. As in the real world, planning and creative students are teamed together to develop work to build a client’s brands. The students develop skills and techniques needed to build good working relationships. They will learn how to solve brand problems and present to clients.

POP 535 Product Creation: As the media landscape has “morphed,” so has the role of the ad agency. Today’s leading shops not only promote products, they come up with product ideas and then develop them. This is a primer on the process.

POP 540 Portfolio Development: The purpose of this course is to develop the student’s final body of work and to teach them career-long skills for building and maintaining a strong portfolio. Students will use these final portfolio formats to hunt for jobs after they graduate.
COPYWRITING STUDENTS:

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POP 512 Short & Sweet: Headlines, web banners, outdoor boards, tag lines, and Twitter posts all require precision and a certain turn of phrase. You’ll learn to be a writer of few words that carry a big message.

POP 515 Everything is Media: You’ll learn how to integrate all media—old and new, offline and online, what’s coming down the line—into the ideal conduit for your branded message. You’ll explore applications of the next technological blockbusters: touch screen, voice and face recognition, telepresence. What’s next? Teleportation?

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POP 514 Wordsmithing: Mastering the craft of writing. Embrace the relevance of long copy in the online world as you tackle grammar and punctuation. Realize the “buck” stops with you.

POP 522 Interactive Concepting: Students will get a crash course in digital wizardry. They’ll learn how to concept for interactive projects while learning about the medium on the way to the concept. Students will learn how to come up with interactive ideas, how to pitch those ideas to a client, and how to take the idea into production. The course will cover how to design for the web, how to think about animations, learn what makes up a digital campaign, and how to get your campaign into everyone’s inbox.
POP 524 Script Writing (Radio, TV, Web): Writing for visual and audio media requires specific skills and a fluency in the idiosyncrasies of each medium. Learn how to write scripts that exploit the narrative potential of these environments. Content strategy: Learning how to write scripts for different media and where it is most impactful.

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