

SCHOOL OF COMMUNICATION + JOURNALISM
GLOBAL STRATEGIC COMMUNICATIONS ONLINE
 GRADUATE ADVISEMENT FORM

NAME: _____ PANTHER ID #: _____

CONDITIONAL ADMISSION: _____

REQUIRED COURSES (15 CREDIT HOURS)

| | | |
|---|---|-------|
| PUR 6607 GLOBAL STRATEGIC COMMUNICATIONS MANAGEMENT | 3 | _____ |
| COM 6318 APPLIED RESEARCH METHODS | 3 | _____ |
| PUR 6206 ETHICS AND SOCIAL RESPONSIBILITY | 3 | _____ |
| PUR 6005 THEORIES OF MASS COMMUNICATION | 3 | _____ |
| PUR 6956 PROFESSIONAL PROJECT <i>(Prereq: Completion of 24 Credits)</i> | 3 | _____ |

CHOOSE 5 COURSES (15 CREDIT HOURS)

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|---|-----|-------|
| PUR 6610 GLOBAL REPUTATION MANAGEMENT | 3 | _____ |
| PUR 6806 GLOBAL ACCOUNT PLANNING | 3 | _____ |
| PUR 6935 ADVANCED COMMUNICATION SEMINAR: CRISIS AND ISSUES MANAGEMENT | 3 | _____ |
| PUR 6508 SOCIAL MEDIA METRICS AND EVALUATION | 3 | _____ |
| PUR 6117 DIGITAL STORYTELLING | 3 | _____ |
| PUR 6625 DIGITAL MEDIA MANAGEMENT | 3 | _____ |
| ADV 6805 ADVERTISING & PUBLIC RELATIONS CREATIVE STRATEGY | 3 | _____ |
| COM 6085 COMMUNICATION IN THE DIGITAL AGE | 3 | _____ |
| COM 6435 GLOBAL COMMUNICATIONS | 3 | _____ |
| MMC 5932 SPECIAL TOPICS SEMINAR | 3 | _____ |
| PUR 6116 MULTIMEDIA PRODUCTION | 3 | _____ |
| PUR 6115 APPLIED MEDIA COMMUNICATION SKILLS | 3 | _____ |
| ADV 6305 MEDIA PLANNING | 3 | _____ |
| COM 6915 INDEPENDENT STUDY <i>(with permission of professor and associate dean)</i> | 3 | _____ |
| COM 6945 GRADUATE INTERNSHIP <i>(with permission of professor and associate dean)</i> | 1-3 | _____ |

Total 30

 Advisor's Signature Date
 GRADUATION CHECK

 Student's Signature Date

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| ACADEMIC HONESTY FORM: _____ PROFESSIONAL PROJECT FINAL GRADE: _____ COMMENTS: | PROJECT PROPOSAL APPROVAL FORM: _____ GRADUATE GPA 3.0 OR HIGHER (MINIMUM 108 QP): _____ |
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