

MASTER OF SCIENCE IN MASS COMMUNICATION DEGREE + PORTFOLIO

GLOBAL STRATEGIC COMMUNICATIONS CREATIVE TRACK
Art Direction + Copywriting + Strategic Planning + Social Media Strategy

Graduates of the Creative Track Program earn a Master of Science Degree in Mass Communication from Florida International University and a Diploma from M.AD School of Ideas. This is a dual enrollment program, you need to apply to both M.AD School of Ideas and Florida International University.



PROGRAM DIRECTOR
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APPLICATIONS DEADLINES

FALL CANDIDATE

Art Direction + Copywriting + Strategic Planning

International
February 15

Domestic
June 1

SPRING CANDIDATE

Art Direction + Copywriting + Social Media Strategy

International
August 1

Domestic
October 1

APPLICATION STEPS

Apply online at www.gradschool.fiu.edu

Submit the online application with \$30 nonrefundable application fee by deadline.

Documents you will need

Two (2) valid forms of identification

Drivers license, passport, social security card, or birth certificate

Copy of Official Transcripts

We do not accept 3-year degrees.

Minimum GPA 3.0

Resume

Two (2) letters of recommendation

Letter of intent

Tell us "Why are you planning to pursue a graduate program?" in a cover letter style

One (1) essay

Pick one (1) topic and submit a two (2) page essay

- *What do you believe is the purpose of global strategic communications and what challenges does it pose for communications leaders?"*
- *What do you believe is the future of global strategic communications and how are communication leaders preparing for it?"*

FIU Immunization Documentation form

Form available at <https://studentaffairs.fiu.edu>

Additional Documents for International Applicants

Visas for the Creative Track program are issued through FIU.

A copy of your valid passport

Certified Transcripts Translation

If previous studies were not pursued in English you will need two (2) copies, one sealed and another translated.

Copy of the Official Diploma

Indicating degree earned. If previous studies were not pursued in English you will need a certified translation.

F-1 Transfer form

Only for International Students who are already in US
Form available at www.gradschool.fiu.edu

Financial statement indicating a minimum current balance of \$40,000

Letter must be on official bank letterhead and calculated for US currency.
See sample on page 3

Sponsor letter, if bank statement is not in your name.

Sponsor must be the person whose account is listed on the bank statement.
See sample on page 4

FIU Declaration and Certification of Finances (DCF) form

Form available at www.gradschool.fiu.edu

Official TOEFL or IELTS report (FIU code 5206)

TOEFL 550/PBT, 213/CBT, or 80 IBT

IELTS 6.5

Do not forget to submit verifiable official transcripts and diploma:

Mail

Sealed and stamped.

They will not be accepted open!

Electronic

- *Faster (All FL public institutions)*
- *Naviance (Typically used by private HS)*
- *SMART/Joint Service Transcript – Military records*
- *Parchment*
- *Credentials eScrip-Safe*

**If you are interested on financial aid (US citizen and residents) contact FIU OneStop at onestop.fiu.edu*

SEND COMPLETE PACKET:

By certified mail

*Florida International University
Graduate Admissions Office
P.O. Box 659004
Miami, FL 33265-9004*

For overnight/courier services:

*University Graduate School
Florida International University
11200 SW 8th Street,
SASC Building Room 440
Miami, FL 33199*

SAMPLE FINANCIAL STATEMENT
FOR INTERNATIONAL APPLICANTS ONLY

Letter must be on official bank letterhead and calculated for US currency.

Date month/day/year

To Whom It May Concern:

This letter is to certify that as of this date, name of sponsor has available \$40,000 US currency to be used toward name of student education.

Sincerely,

Signature of bank officer

Name

SAMPLE SPONSOR LETTER
FOR INTERNATIONAL APPLICANTS ONLY

Date month/day/year

To Whom It May Concern:

I, name of sponsor, agree to sponsor name of student while pursuing a degree at Florida International University. I have \$40,000 US currency available for his/her/they education.

Sincerely,

Signature of sponsor
Name



APPLICATION STEPS

Apply online a www.miamiadschool.com

Submit the online application with \$100 nonrefundable application fee by deadline.

Documents you will need

Two (2) valid forms of identification

Drivers license, passport, social security card, or birth certificate

Copy of Official Transcripts

Two (2) references

Time/Date to schedule an Introduction Meeting

It can be done in person or over video chat.

Creative Prompts

See individual track requirements on pages 6 to 8

Take proficiency Tests

Skills tests can be taken in person at the school or via email.

We will contact you with your testing date and time.

Art Direction

Adobe Photoshop, Illustrator and InDesign

Copywriting + Strategic Planning + Social Media Strategy

Adobe Photoshop and InDesign

CREATIVE PROMPTS

Select and submit any two (2) on your desired track. Keep your submission under 128 MB.

ART DIRECTION

A. Food Initials - Create the first letter of your name out of food and photograph it.

Composition is one of the most important skills to have as a visual creator. To show your skills in that regard, create a layout of food that shows your first initial and photograph it. Try to emphasize your originality and ability to tell a story in a single frame.

This should take about 2 hours.

Here's a few examples of what past students have made:



B. Tech Innovation - Pitch a simple idea for a tech product/service/app.

A good idea comes before technology.

Choose one of these 3 situations and create a tech product / service / app. You don't need to worry about the technical details or create a video (unless you want to!)—just write a few lines about your innovative idea.

1. Domestic situations for those who share an apartment with friends.
2. Encourage people to collect poop from their pets on the street.
3. How to bring people closer even with the social distance during the pandemic.

Looking for inspiration? Here's a project created by one of our advanced students: [an app that alerts your friends when you try to text an ex.](#)

C. Personal Mood Board - Create a mood board that best describes you as a person.

Create a Mood Board of all elements, feelings, and personal favorites that best describe the person you are! There are no visual rules or number of elements. Free your imagination and let your personality run amock.

Examples: photos, drawings, tickets, poems, objects, cards, movie posters, and whatever else you want.



D. Photo Walk - Walk around your neighborhood and take 5 photos that tell a story.

Walk around your neighborhood. Take at least 5 photos that tell a story. It can be as simple as bikes in your neighborhood, what people leave on their porches and even interesting cracks on the sidewalk.

Write a caption for each image.

E. Repurposed - Put your discarded daily objects to a creative use.

Recycle. Reuse. Rethink.

Stir up your imagination and put a discarded object or package to a creative use. You can present a photograph of what you create or even an idea doodle.

Here are two examples from recent graduates:



F. Share Your Existing Creative Work!

Do you already have stacks of examples that show your creativity? Send us 5 things you've created: videos, paintings, drawings, designs, advertising, fashion ideas, tik-toks, blogs, sculptures, poems, photographs, short stories...anything that shows who you are as a creative.



CREATIVE PROMPTS

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COPYWRITING

A. Short Answers - Respond to two of the prompts

(500 words max, each)

A good writer gets their point across. A great writer does the same, with half the words and twice the style. Show your mastery of concise communication by answering two of the prompts below:

1. *What is your guilty pleasure?*
2. *What can happen in a second?*
3. *Think of an object that describes you and describe it.*
4. *You're an astronaut. Describe your perfect day.*

B. Tweet or Meme - Flex your social media muscles.

Want to create an impact? Or humour something? You belong to the next generation of movers and shakers. Show it by demonstrating your ability to start a conversation. Give us a sample of a few memes or tweets you'd create to speak to a brand or theme.

Shoot for about 5.

C. Tech Innovation - Pitch a simple idea for a tech product/service/app.

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Choose one of these 3 situations and create a tech product / service / app. You don't need to worry about the technical details or create a video (unless you want to!)—just write a few lines about your innovative idea.

1. *Domestic situations for those who share an apartment with friends.*
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Write a caption for each image.

E. Video - What makes you unique?

Create a short (30-60 seconds) video that shows who you are and what makes you a unique creative. It can be as simple or complex as you like. Whatever shows your personality.

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CREATIVE PROMPTS

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STRATEGIC PLANNING

A. What area of strategy is the most interesting to you and why?

(500 words max)

Strategy directors have always looked for new hires who were intellectually curious people able to distill complex thoughts into human insights. But, with the ever increasing complexity of communication, strategists are expected to work in new ways, turn briefs around more quickly and collaborate with other teams in the agency.

Strategists have also become more specialized. There are brand, digital, social, content, UX and participation strategists to name only a few.

B. Pick a commercial from the last Super Bowl.

(500 words max)

In your opinion, what is the communication strategy behind the spot? Include a link to the commercial.

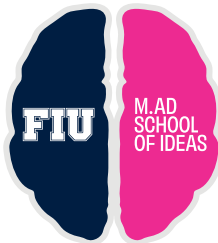
SOCIAL MEDIA STRATEGY

A. What is the latest social media marketing trend that you find interesting? And why?

(500 words max)

B. What is the latest social media campaign you wish you were responsible for creating? and why?

(300 words max)



COMMON QUESTIONS

When will I know if I am accepted?

Typical turnaround time is 2 weeks from the time your completed application packets are received and evaluated, by both FIU and M.AD School.

How long is the program?

The lock-step program is completed in 5 semesters equivalent to 19 months for a total of 39 credits, of which 21 are taken at FIU and 18 at M.AD School.

Where will my classes be held?

You will take courses at both campus simultaneously. The distance between campuses is around 15 miles, you will need transportation.

FIU Biscayne Bay Campus

3000 NE 151th Street,
North Miami, Florida

M.AD School Midtown

3415 NE 2nd Ave. Suite 203
Miami, FL 33137

What will my schedule look like?

All the courses are pre-selected for the student. The schools enroll and select the schedules by cohorts. Students do not have the option to change schedules.

FALL ADMISSION

August	January	May	August	January
FALL MMC 5440 - RESEARCH STRATEGY ADV 6805 - CREATIVE STRATEGY	SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5306 GLOBAL STRATEGIC COMM MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 6950 - PROFESSIONAL PROJECT
Q1 ADV 6503 ADV CREATIVITY	Q2 ADV 6503 ADV CREATIVITY	Q3 ADV 6503 ADV CREATIVITY	Q4 PUR 6935 ADV COMM SEM	Q5 ADV 6503 ADV CREATIVITY
October	January	April	January	April
				Q6 ADV 6503 ADV CREATIVITY
				July

SPRING ADMISSION

January	May	August	January	May
SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5440 - RESEARCH STRATEGY MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 5306 - GLOBAL STRATEGIC COMM ADV 6805 - CREATIVE STRATEGY	SUMMER MMC 6950 - PROFESSIONAL PROJECT
Q1 ADV 6503 ADV CREATIVITY	Q2 ADV 6503 ADV CREATIVITY	Q3 PUR 6935 ADV COMM SEM	Q4 ADV 6503 ADV CREATIVITY	Q5 ADV 6503 ADV CREATIVITY
January	April	July	October	January
				Q6 ADV 6503 ADV CREATIVITY
				April

