



Communication and Media Majors at FSU

ADVERTISING

What is it?

- The study of marketing communication to encourage or persuade an audience to take action. The major is limited access with a highly selective application process.

What will I study?

- Account management, creative strategy, media planning, and research skills

What courses will I need before I start?

- No formal prerequisites required, but students are strongly encouraged to take courses such as foreign language, computing statistics, speaking, and writing.

Who can I contact for information?

- CCI Advising Center
advising@cci.fsu.edu

DIGITAL MEDIA PRODUCTION

What is it?

- The hands-on, project-based study of producing media. The major is limited access with a highly selective application process.

What will I study?

- Media writing, audience research, video production and post-production editing, announcing, developing media plans

What courses will I need before I start?

- No formal prerequisites required, but students are strongly encouraged to take courses such as foreign language, computing statistics, speaking, and writing.

Who can I contact for information?

- CCI Advising Center
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EDITING, WRITING, AND MEDIA (English)

What is it?

- An English major that combines the history and practice of writing, editing, and text production, including new digital technologies.

What will I study?

- Rhetorical theory of words and language across various platforms; the history of text; publishing; how to create innovative texts using various media technologies; how to critically examine text; how to write and modify in styles for professional and public use

What courses will I need before I start?

- Freshman Composition and Rhetoric
- Research, Genre, and Context
or
- 6 hours of college level English (ENC) skills coursework

Who can I contact for information?

- Inma Silverio, Academic Advisor
isilverio@fsu.edu

INFORMATION COMMUNICATION & TECHNOLOGY

What is it?

- The hands-on, project-based, interdisciplinary major that combines information technology skills with communication foundations.

What will I study?

- Media writing, audience research, video production and post-production editing, announcing, developing media plans

What courses will I need before I start?

- Precalculus
- 2000-level Statistics
- Any Database course
- Any Programming course
- Any Object-Oriented Programming
- Principles of Macroeconomics
- Any general Psychology course
- Any general Ethics course

Who can I contact for information?

- CCI Advising Center
advising@cci.fsu.edu

Other majors you may want to consider: Professional Communication* (Panama City Campus only); Literature, Media, and Culture

Program information subject to change.

* denotes majors that are also available at the Panama City Campus. † denotes majors that are also available as Distance Learning.

Please refer to the FSU Academic Program Guide (academic-guide.fsu.edu) and Match Major Sheets (career.fsu.edu/resources) for specific course numbers & more information.
Effective Summer 2018

Please flip over for additional majors →



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INTERDISCIPLINARY HUMANITIES

What is it?

- A flexible major with a wide variety of Liberal Arts concentrations giving students a foundation for many professional fields such as: journalism, law, teaching, government, or foreign service.

What will I study?

- Students will focus in 3 academic areas of concentration from the following list: American Studies, Art History, Asian and Middle Eastern Studies, Classical Studies, Communication, Dance, Digital Humanities, English, Film Studies, History, History and Philosophy of Science, Human Rights, Modern Languages, Music History, Philosophy, Religion, or Theatre

What courses will I need before I start?

- None specified

Who can I contact for information?

- Kathryn Stoddard, Faculty Advisor
kstoddard@fsu.edu

MOTION PICTURE ARTS

What is it?

- The study of filmmaking in preparation for work in the motion picture industry. The major is limited access and admission is highly selective.

What will I study?

- There are 2 majors (Production or Animation and Digital Arts) that provide students with a broad filmmaking curriculum: courses in screenwriting, production, lighting, cinematography, editing, sound, animation, CG production, character development, and visual effects; MPA undergraduate students will also make four short films during their time in the program

What courses will I need before I start?

- None specified (see website for admissions details)

Who can I contact for information?

- Caitlin Tidwell, Academic Advisor
cftidwell@fsu.edu

MEDIA COMMUNICATION STUDIES

What is it?

- The broad study of communication through human communication theory and mass media research. The major is limited access with a highly selective application process.

What will I study?

- Economic and social effects of media, ethical and legal issues in media, broadcasting, mass media production and technology, theory and practices of human communication

What courses will I need before I start?

- No formal prerequisites required, but students are strongly encouraged to take courses such as foreign language, computing statistics, speaking, and writing.

Who can I contact for information?

- CCI Advising Center
advising@cci.fsu.edu

PUBLIC RELATIONS

What is it?

- The study of a strategic communication between organizations and their public through media. The major is limited access with a highly selective application process.

What will I study?

- Skill-building coursework and activity for professional development in public relations writing techniques, tactics, research and campaign management strategies

What courses will I need before I start?

- No formal prerequisites required, but students are strongly encouraged to take courses such as foreign language, computing statistics, speaking, and writing.

Who can I contact for information?

- CCI Advising Center
advising@cci.fsu.edu

Other majors you may want to consider: Professional Communication* (Panama City Campus only); Literature, Media, and Culture

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