



**Florida State University -- School of Communication
Combined Bachelor's / Master's Degree Program in Communication**

Description:

The combined program in Communication enables academically strong students to complete Bachelor's and Master's degrees at an accelerated pace. The FSU School of Communication offers Bachelor's and Master's degree programs, with multiple majors:

Bachelor's (majors)

Advertising
Media/Communication Studies
Media Production
Public Relations

Master's (majors)

Integrated Marketing Communication
Media and Communication Studies

Note: Information Technology (IT), and Information, Communication and Technology (ICT) undergraduates may also apply for admission into the combined degree program.

The combined degree allows 12 credit hours of graduate communication coursework to be dually counted toward both the undergraduate / graduate degrees provided the courses have not been counted toward a previous graduate degree. Undergraduate students may earn graduate credit in either the Integrated Marketing Communication or the Media and Communication Studies degree programs.

Admission Requirements:

An undergraduate student wishing to enroll in and complete this program must:

- 1) be admitted into an undergraduate degree program in either the FSU School of Communication or School of Information,
- 2) have an FSU GPA of at least 3.5,
- 3) have successfully completed a minimum of 12 graded hours in College of Communication & Information (CCI) courses, and have a GPA of at least 3.5 in all CCI courses attempted, (Note: Transfer students must have completed a minimum of 24 hours at Florida State University.)
- 4) have Graduate Record Examination (GRE) scores equal to or exceeding: 155 – Verbal and 150 – Quantitative,

- 5) be admitted into the FSU Graduate School and the School of Communication graduate program.

Students normally apply to the combined degree program in their junior year. They should take the Graduate Record Examination prior to, or no later than, the semester that they apply to the combined program. (Note: Students applying for admission to the combined degree program may be permitted to take one (1) approved graduate class during the semester that they take the GRE exam.)

Students should make formal application for admission to the FSU Graduate School and the School of Communication graduate program no later than the first semester of their senior year.

Application Process:

Depending on their degree program interests, students should meet with the Area Head of either the Integrated Marketing Communication or the Media and Communication Studies programs to obtain advising about the program. A Combined Bachelor's and Master's Degree Program Application can be downloaded from the School of Communication website, Undergraduate Programs. Students should submit their completed applications, GRE scores and transcripts to the School of Communication, Graduate Coordinator.

Retention:

Students must maintain an overall minimum FSU GPA of at least 3.25 to continue in the accelerated program.

Timeline/Procedures:

Be admitted into an undergraduate degree program in either the FSU School of Communication or School of Information.

Apply for the combined Bachelor's/Masters degree program as early as the first semester of the junior year. Submit their completed application, GRE scores and transcript to the School of Communication, Graduate Coordinator.

After admission to the combined program, the Office of the University Registrar issues the form to authorize an undergraduate to take a graduate class for dual credit. A student of senior standing or an upper-division honors student may be authorized to carry graduate courses for undergraduate credit provided the student has the advance approval of the school director and the instructor offering the course. A copy of the signed form approving dual credit for each graduate class must be submitted to the School of Communication, Graduate Coordinator.

Make formal application for admission to the FSU Graduate School and the School of Communication graduate program during the first semester of the senior year.

Complete a University and a School of Communication graduation check for the Bachelor of Arts / Bachelor of Science degree.

Apply to graduate with a Bachelor's degree.

Complete the BA / BS degree (Total hours 120, including up to 12 graduate Communication hours).

Begin the Master's degree program.

Complete a graduate program of studies for the MA / MS degree.

Apply to graduate with the MA / MS degree.

Complete the MA / MS degree requirements in either Integrated Marketing Communication or Media and Communication Studies (Total of 33 – 36 graduate hours, including up to 12 hours of approved dual coursework).

Approved Graduate Courses:

Students must satisfy all prerequisites for specific graduate courses taken. The approved graduate communication coursework to be dually counted toward both the undergraduate / graduate degrees can be taken only as “electives”. Graduate classes cannot substitute for required undergraduate courses. The following graded graduate classes qualify for elective dual coursework credit:

Integrated Marketing Communication:

ADV 5007	Foundations of Integrated Marketing Communication
COM5331	Computers in Communication Research
COM5316	Statistical Methods in Communication Research
ADV5605	Account Planning (* ADV4603 Account Planning)
COM5338	Web Site Design and Usability
ADV5415	Hispanic Marketing Communication. (* ADV3410)
COM 5450	Introduction to Project Management

Media and Communication Studies:

COM 5340	Historical-Critical Methods of Research
COM 6015	Gender and Communication
LIS 5419	Seminar in Communication Theory: “Consumer Health” (* LIS 4772)

MMC 5305	Comparative Systems of Mass Communication
MMC 5600	Mass Communication Theory and Effects
RTV 5253	New Communication Technology: Theory and Research
RTV 5702	Communication Regulation and Policy
SPC 6236	Contemporary Rhetorical Theory and Criticism (* SPC 4680)
SPC 6715	Race, Culture, & Communication (* SPC4710)

(Dual credit not given for graduate class if student also completes the corresponding undergraduate class).*

Additional Information:

- Only letter-graded graduate credit hours are eligible for dual credit.
- Grades of C- or better on undergraduate and graduate courses will apply towards the Bachelor's degree.
- Only grades of B- or better on graduate courses will apply towards the Master's degree.
- Students will receive their Bachelor's (B.A. or B.S.) degree when all undergraduate requirements are completed. When the graduate degree requirements are completed the Master's (M.A. or M.S.) degree will be awarded.
- Students with questions concerning financial aid, including Bright Futures awards, should contact the FSU Office of Financial Aid: Room A4400 University Center, Building A, web: <http://financialaid.fsu.edu/>, phone: (850) 644-0539, email: ofacs@admin.fsu.edu.
- Contact Information: MCS Program, Davis Houck, dhouck@fsu.edu; IMC Program, Jay Rayburn, jrayburn@fsu.edu.
- Admissions Questions: School of Communication, Graduate Coordinator

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