APPLICATION DEADLINE
The online “Undergraduate Application Registration Form” and ALL PORTIONS of the paper application package must be received no later than 5:00 p.m. EST on Friday, February 1, 2013, to be considered for Summer/Fall 2013 admission.

Please note that the School of Communication programs are limited-access. With few exceptions, each program requires two (2) years to complete. This application process is competitive.

APPLICATION SUBMISSION ELIGIBILITY
Students who wish to major in Communication must have fulfilled the following requirements by February 1, 2013 at 5PM, in order for the application to be reviewed:

1. Have an all-college GPA of a 3.0 or higher through fall 2012
2. All coursework for eligibility must be reflected on submitted transcripts and/or spring 2013 class schedules by the application deadline

In addition, students who wish to major in Communication must fulfill the following requirements by the end of the spring 2013 semester:

1. Successfully complete two Liberal Studies English courses as accepted by FSU
2. Successfully complete two Liberal Studies math courses as accepted by FSU
3. Complete a minimum of 52 hours of undergraduate coursework as accepted by FSU

Transfer applicants currently attending a Florida public institution: Completion of two Liberal Studies English and two Liberal Studies math courses may be met through completion of an AA degree prior to admission to Florida State University. Applicants must provide proof of graduation from their Registrar’s office. Proof is defined as a completed application to graduate in spring 2013 (which must have a signature of a university official) or a letter from the Registrar indicating that the AA degree will be earned in spring 2013.

**If you do not meet all of the requirements stated above, you may not turn in an application for review**

ADMISSION CRITERIA
For the areas of Advertising, Public Relations and Media Production, faculty members in each area will review the applications, placing appropriate weight on the following factors and on materials relevant to each field:

1. GPA in all college coursework through fall 2012
2. Record of academic success in communication and communication-related courses
3. Quality of writing or video production in application materials
4. Well-defined goals and expectations related to the chosen field
5. Previous high school, college, or professional experiences related to the field

For the area of Media/Communication Studies, students will be admitted based upon overall GPA until all available spaces are filled.
**NOTIFICATION OF DECISION**

Students will be sent notification regarding their acceptance or denial through the e-mail address as listed on their online “Undergraduate Application Registration Form”. Decisions will be released on Friday, March 1, 2013 by 5PM.

If admitted, students must attend mandatory transition meetings for their program of study. The transition meeting dates/times will be included in the notification of acceptance email. Please note, transfer students will not be required to attend the above mentioned transition meeting as they will be required to attend a university orientation session at a later date.

**APPEALS**

When preparing an appeal, the student must demonstrate that substantial errors affected the outcome of the admission decision and clearly document those errors. Examples of such substantial errors include but are not limited to:

- **New** information not available by the application deadline. Example: a transcript grade that was not posted through no fault of the student.
- **Revised** information not available by the application deadline. Example: a grade change or CLEP score that was not posted through no fault of the student.

*Please note that a request to review an application for a second time does not qualify as a reason for appeal.

Requests must contain reasons why reconsideration is warranted. Appeals must be in writing and directed to Dr. Stephen McDowell, School Director, School of Communication, Suite 3100 University Center Bldg. C, Florida State University, P.O. Box 3062664, Tallahassee, FL 32306-2664.

Letters of appeal are due to the School of Communication office and must be RECEIVED no later than Wednesday, March 20, 2013, by 5:00 pm. Appeal decisions will be released on Friday, March 22, 2013 by 5:00pm.
SCHOOL OF COMMUNICATION
2013 UNDERGRADUATE ADMISSION APPLICATION CHECKLIST

Advertising, Media Production and Public Relations

Please follow the directions carefully. If you are applying to Media/Communication Studies as a secondary choice, you do not need to complete the application package for that area. You can simply indicate your selection on the Application Cover Sheet and the online Application Registration Form.

MANDATORY ITEMS

Must be included in this order and stapled (binders and folders will not be accepted):
1. Completed copy of your Application Cover Sheet (page 5 of this document)
2. Printed copy of the online Application Registration Form. Please be prepared to submit your contact information, FSUSN, and emphasis area to which you are applying on the form. It will be made available in January 2013 at http://comm.cci.fsu.edu.
3. Printed unofficial transcript (transfer students must submit an official transcript)
4. Printed copy of your spring 2013 class schedule
5. Copy of your typed essay. The entire essay response must not exceed 500 words.

Advertising & Public Relations Applicants: Briefly state your career goals and describe any experiences related to your chosen emphasis area (i.e. internships, projects, publications, etc.). Is there anything about your GPA which does not reflect your ability or potential?

Media Production Applicants: (1) What do you hope to get out of the Media Production Program? (2) What would you contribute to the Media Production Program? (3) Briefly describe a work situation in which you were involved when a problem arose. Explain how you helped to resolve the problem. Please address all three questions.

SUPPLEMENTAL APPLICATION MATERIALS

These additional items may be included in your application package. Materials should be stapled together with the materials listed above.

Evidence of Experience

Advertising and Public Relations applicants can submit up to three (3) portfolio items of any experiences in the profession (i.e. resume, graphic design, writing sample). Paper-based materials cannot exceed 8.5” x 11” and must be stapled to the mandatory application materials. If you have work uploaded to a personal website, you may include a link to the site in your supplemental materials.

Media Production applicants MUST submit either a DVD with no more than five minutes of their video work OR a 2-page original sample script. Please be aware that supporting materials are essential to the MP selection process.

- The DVD should be in a protective case and affixed to the application. If you have work uploaded to a personal website, you may include a link to the site in your supplemental materials. You must indicate within the video or on the DVD what you contributed to each piece.
- The script can be in any genre (narrative, documentary, news) and should be in proper script form. Script submission guidelines can be found at http://comm.cci.fsu.edu/Admissions/

Letters of Recommendation

Applicants can submit up to three (3) letters of recommendation that address relevant experience (not from a FSU Communication professor). Letters must be submitted with the application package.

Note: Professional materials submitted as a part of the application process should be clearly labeled and may be retrieved from UCC, Suite 4115 following the completion of the application process. Applicants will have until Friday, March 22 to retrieve their professional materials.
Media/Communication Studies

Please follow the directions carefully. If you are applying to Media/Communication Studies as a secondary choice, you do not need to complete the application package for that area. You can simply indicate your selection on the Application Cover Sheet and the online Application Registration Form.

**MANDATORY ITEMS**

Must be included in this order and stapled (binders and folders will not be accepted):

1. Completed copy of your Application Cover Sheet (page 5 of this document)
2. Printed copy of the online Application Registration Form. Please be prepared to submit your contact information, FSUSN, and emphasis area to which you are applying on the form. It will be made available in January 2013 at http://comm.cci.fsu.edu.
3. Printed unofficial transcript (transfer students must submit an official transcript)
4. Printed copy of your spring 2013 class schedule

**SUPPLEMENTAL APPLICATION MATERIALS**

No supplemental application materials will be accepted for admission to the area of M/CS.
STEP ONE: WHICH AREA ARE YOU APPLYING TO?
FIRST CHOICE
_____Advertising
_____Public Relations
_____Media Production
_____Media/Communication Studies

SECOND CHOICE
_____Media/Communication Studies
_____I do not wish to have a second choice

STEP TWO: ARE YOU A TRANSFER STUDENT (including high school A.A. recipients)?

Please Circle: YES  NO

Acceptance to an emphasis area in the School of Communication does not guarantee admission to The Florida State University. If you are not currently enrolled at FSU, you must also apply and be accepted to the University through the FSU Office of Admissions.

Additionally, if you are receiving your AA from a Florida public institution you must provide proof of graduation from their Registrar’s office. Proof is defined as a completed application to graduate in spring 2013 (which must have a signature of a university official) or a letter from the Registrar indicating that the AA degree will be earned in spring 2013.

STEP THREE: COMPLETE YOUR PAPER-BASED APPLICATION PACKAGE.
Please consult the application checklist to make sure you submit all of the required materials. Transcripts and Letters of Recommendation must be submitted as part of the application package. Do not send them separately.

Hand-delivered application materials should be submitted to:
FSU School of Communication
University Center C, Suite 3100

Mailed application materials should be postmarked/date-stamped by February 1, 2013, and addressed to:
Ms. Nakeesha Whipple
School of Communication
Suite 3100, University Center C, FSU
P.O. Box 3062664
Tallahassee, FL 32306-2664

“I have carefully read the School of Communication Undergraduate Application Procedures, completed the application, and submitted the appropriate materials for the emphasis area(s) to which I applied.”

Full Name: __________________________ Signature: __________________________

FSUSN (FSU students only): _______________ Date: _______________

This document is available in an alternative format from the School of Communication.