



Jamaal Walton
Director of Marketing and Promotions
University of Alabama Athletics



For more information, contact:

The Carnegie Foundation ranks Florida State at
THE HIGHEST LEVEL
among research universities in the United States.

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SCHOOL OF COMMUNICATION

Master's Degree
Programs & Certificates

at Florida State University

Florida State University offers students 16 colleges, over 100 institutes, centers, labs & research facilities, and over 300 academic programs of study.

The School of Communication is located within the College of Communication and Information at Florida State University.

The School of Communication Master's degree programs help prepare students for professional careers and admission to advanced academic and professional degree programs.

comm.cci.fsu.edu

MEDIA & COMMUNICATION STUDIES (MCS) MASTER'S PROGRAM

The MCS program is designed to help you develop an understanding of communication interactions in society, communication theory, research, analysis, media content and effects.

A flexible combination of courses, labs, research projects and applied activities will help you:

- Understand the foundations of communication principles and theories
- Develop a critical understanding of rhetoric and human communication
- Recognize and apply the key elements of persuasive communication messages and strategies
- Appreciate the role of media law, policy and regulation
- Gain hands-on skills in digital media content design, production and distribution
- Conduct both applied and theoretical research

INTEGRATED MARKETING COMMUNICATION (IMC) MASTER'S PROGRAM

The IMC program will help you integrate the key features of advertising, public relations, new communication technologies and marketing communication.

You will have opportunities to develop skills in:

- Marketing communication techniques, including segmentation strategies, creative message design and integrated implementation options
- Multicultural marketing strategies
- Principles of account planning and account management
- Strategic and agile project management
- Development of digital media communications and applications of new media technologies
- Qualitative and quantitative research methods and statistical analyses

GRADUATE CERTIFICATES

MULTICULTURAL MARKETING

The certificate program is designed to teach you how to communicate and connect with multicultural consumers. The specialized courses offer training on consumer insights, multicultural research and media consumption geared towards developing and implementing effective multicultural strategies in marketing communication.

PROJECT MANAGEMENT

The certificate program for Project Management gives an interdisciplinary approach to help you learn processes, tools and techniques that will let you successfully plan and execute projects in a wide variety of job sectors.

DIGITAL VIDEO PRODUCTION

The certificate program gives you the fundamental skills of digital video production, including camera work, sound, lighting, non-linear editing software and visual storytelling with emphasis on documentary and public interest media.

OUR ALUMNI WORK FOR MAJOR COMPANIES



Laura Clements
Associate Producer, Food Network

Coca-Cola • Google • Facebook • Telemundo
Walt Disney Imagineering • Universal Studios
U.S. Department of Defense • WGBH - New York
Institute for Inclusive Security • General Mills
Microsoft • NASA • MECLABS • Netflix
Delta Airlines • CBS Corporation • Idea Cellular
McKinsey & Company • William Mills Agency
Zubi Advertising • Fry Hammond & Barr
Starcom MediaVest Group • Ogilvy Public Relations
Fleishman Hillard • VISIT FLORIDA

EXCELLING WITH CAREERS SUCH AS...

Digital Communication Director
Marketing Director • Account Manager
Public Relations Executive • Brand Manager
Producer • Strategist • Copywriter
Business Development Coordinator
Social Media Director • Project Manager
Creative Director • External Affairs
Executive Editor • Lead Broadcaster
Professor • Public Perception Manager
Production Assistant • Media Manager
Community Outreach Coordinator



Julio Valeriano
Account Supervisor, Ogilvy PR