**Florida State University**

**School of Communication**

**Combined Bachelor's/ Master's Degree Program in Communication**

**Description:**

The Combined Bachelor's/Master's Pathways in Communication enable 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:

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| **Bachelor's (majors)** | **Master's (majors)** |
| Advertising  Media/Communication Studies  Media Production  Public Relations | Integrated Marketing Communication  Media and Communication Studies  Public Interest Media and Communication |

**Note: Information Technology (IT),** and **Information, Communication and Technology (ICT)** undergraduates may also apply for admission into the Combined Bachelor's/Master's Pathways in Communication.

Combined bachelor’s/master’s pathways provide academically talented undergraduate students an opportunity to complete both a bachelor’s and a master’s degree. Upon approval, a combined bachelor’s/master’s pathway allows for up to 12 graduate hours to be shared with, or double-counted toward, an undergraduate degree program. A student enrolled in a combined pathway will earn the baccalaureate degree upon completion of the undergraduate program and master’s degree upon completion of the graduate program.

**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,

1. have an FSU GPA of at least 3.5,
2. 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.)
3. have verbal and quantitative Graduate Record Examination (GRE) scores,\*
4. be admitted into the FSU Graduate School and the School of Communication graduate program.

Students normally apply to the combined bachelor’s/master’s pathways 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 bachelor’s/master’s pathways 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.

NOTE: As of July 8, 2019, the GRE requirement will be waived for outstanding Master's applicants meeting at least ONE of the following criteria:

* A completed Master's, JD, MD, PhD, or other comparable terminal degree with a GPA of 3.0 or higher from a North American accredited institution.
* Five years of professional communication-related experience and a 3.0 or higher upper-division undergraduate GPA from a North American accredited institution
* FSU undergraduate communication majors (main campus) with an upper-division communication GPA of 3.6 or higher and an overall GPA of 3.6 or higher.

Applicants must provide evidence to satisfy the criteria being applied. To request a waiver, complete the online Entrance Exam Waiver Request Form, which can be found on our website. Applicants with a competitive GRE score will still be able to apply to the program and will not be held to these additional criteria.

**Application Process:**

A Combined Bachelor’s/Master’s Pathways Application can be downloaded from the School of Communication website, Undergraduate Programs. Students should fill out the form, then submit it first to their undergraduate advisor. Once approved by the undergraduate advisor, the student 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/Master’s Pathways as early as the first semester of

the junior year.

* Fill out the Combined Bachelor’s/Master’s Pathways Application form
* Submit form to your undergraduate advisor for review/approval, then
* Submit your completed application, GRE scores and transcript to the School of Communication Graduate Coordinator
* Submission deadlines are as follows based on the semester you plan to start the pathway’s program:
  + Fall – July 1st
  + Spring – November 1st
  + Summer – March 1st

After admission to the combined pathways 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 a formal application for admission to the FSU Graduate School and the School of Communication graduate program during the first semester of the senior year (follow graduate school/SCOM application deadlines).

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 Integrated Marketing Communication,

Public Interest Media and 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 below lists of graded graduate classes qualify for elective dual coursework credit in their specified graduate program areas. You may pick four from your planned graduate program based on the criteria and notes provided (pay particular attention to the \*\* and \*\*\* notes). The Director of Master’s Studies will make changes to your requested list if necessary during the application review process.

**Integrated Marketing Communication:**

ADV 5415 Hispanic Marketing Communication (**\*\*** ADV3410 Hispanic Mktg. Com.)

COM 5235 Crisis Communication (**\*\*** PUR 4400 Crisis Communication)

COM 5450 Introduction to Project Management

MMC 6469 Diffusion of Innovations (**\*\*** MMC 4300 Diffusion of Innovations)

VIC 5006 Digital Visual Communication

**Media and Communication Studies:**

COM 5364 Foundations of Digital Media

COM 5565 Social Media Advocacy Campaigns

COM 6015 Gender and Communication

LIS 5419 Consumer Health Informatics (\***\*** LIS 4772 Intro to Consumer Health Informatics)

MMC 5305 Comparative Systems of Mass Communication

SPC 5545 Studies in Persuasion

MMC 5600 Mass Communication Theory and Effects

MMC 5646 Political Economy of Media (**\*\*** MMC 4641 Political Economy of Media)

MMC 6469 Diffusion of Innovations (**\*\*** MMC 4300 Diffusion of Innovations)

RTV 5702 Communication Regulation and Policy

SPC 6715 Race, Culture, & Communication (**\*\*** SPC 4710 Interracial/Intercultural Com.)

VIC 5006 Digital Visual Communication

**Public Interest Media and Communication:**

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| **Possible courses, but see notes:** | **Notes:** |
| COM 5316 Statistical Methods in Communication Research | You may pick one of these but not both. |
| COM 5340 Historical-Critical Methods of Research |
| COM 5401 Analysis of Communication Theory | You may pick up to two of these. |
| COM 6015 Gender and Communication |
| SPC 5545 Studies in Persuasion |
| MMC 5600 Mass Communication Theory and Effects |
| MMC 5646 Political Economy of Media (\***\*** MMC 4641 Political Economy of Media) |
| MMC 6469 Diffusion of Innovations (\***\*** MMC 4300 Diffusion of Innovations) |
| VIC 5006 Digital Visual Communication | These are additional options that may be chosen. You may take both if you like. |
| LIS 5419 Consumer Health Informatics (**\*\*** LIS 4772 Intro to Consumer Health Informatics) |
| COM 5312 Research Methods (**\*\*/\*\*\*** COM 3310 Communication Research Methods) | You may pick one of these, but not both. |
| COM 5348 Qualitative Methods |

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

***(\*\*\* COM 3310 is a required course for Advertising and Public Relations majors, therefore, it cannot be substituted with COM 5312 for those two undergraduate majors).***

**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 .

CCI Undergraduate Advising: School of Communication Advising Services, <https://cci.fsu.edu/advising/>

Admissions Questions: School of Communication Graduate Coordinator, Ms. Natashia Hinson-Turner, [natashia.turner@cci.fsu.edu](mailto:natashia.turner@cci.fsu.edu)

SCOM Graduate Program Advising: Director of Master’s Studies, Dr. Juliann Cortese, [jcortese@fsu.edu](mailto:jcortese@fsu.edu)

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