



# 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](mailto: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  
[advising@cci.fsu.edu](mailto:advising@cci.fsu.edu)

## 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?

- Leah Lapszynski, Academic Advisor  
[llapszynski@fsu.edu](mailto:llapszynski@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](mailto:advising@cci.fsu.edu)

Other majors you may want to consider: Professional Communication\* (Panama City Campus only)

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](http://academic-guide.fsu.edu)) and Match Major Sheets ([career.fsu.edu/resources](http://career.fsu.edu/resources)) for specific course numbers & more information.  
Effective Summer 2017

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](mailto: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?

- Emily Burgess, Academic Advisor  
[eburgess@film.fsu.edu](mailto:eburgess@film.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](mailto: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](mailto:advising@cci.fsu.edu)

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