

MAMC: Global Strategic Communication – Professional

DEGREE PLAN OF: _____ DATE: _____
Please print your name.

FACULTY ADVISOR: _____

TOTAL CREDITS REQUIRED: 33 CREDITS MINIMUM (excluding undergraduate courses throughout the university). No thesis is required.

A. CORE. 15 CREDITS REQUIRED. Complete all of the following.

		CREDIT	TERM/YEAR	GRADE
MMC 6936	Strategic Communication Ethics and Concepts	3	_____	_____
MMC 6421	Applied Strategic Communication Research Methods	3	_____	_____
ADV 6405	International Advertising	3	_____	_____
PUR 6608	International Public Relations	3	_____	_____
MMC 5708	Intercultural Communication	3	_____	_____

B. ELECTIVES/TRANSFER COURSEWORK*. 15 CREDITS REQUIRED.

All courses must be approved by faculty advisor.

		CREDIT	TERM/YEAR	GRADE
VIC 6316	Brand Management (Elective I)	3	_____	_____
PUR 6934	Financial & Business Essentials (Elective II)	3	_____	_____
MMC 6936	Corporate Reputation and Communication (Elective III)	3	_____	_____
MMC 6936	Global Activism and Social Change Communication (Elective IV)	3	_____	_____
MMC 6936	International Issues and Crisis Communication (Elective V)	3	_____	_____
MMC 6949	Professional Internship. S/U.	1-3	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

C. CAPSTONE EXPERIENCE. 3 CREDITS REQUIRED in term of graduation.

		CREDIT	TERM/YEAR	GRADE
MMC 6973	Strategic Communication Capstone Project	3	_____	_____

TOTAL CREDITS REQUIRED: 33 CREDITS REQUIRED of which 30 must be letter-graded (excluding undergraduate courses throughout the university).

Signatures below indicate approval of this degree plan.

Signature of Student

Date Signed

Signature of Faculty Advisor

Date Signed

Signature of Sr. Associate Dean, Division of Graduate Studies & Research

Date Signed

* Up to nine hours of graduate-level transfer credit from non-UF institutions may be applied with approval of faculty advisor.