PROGRAM DESCRIPTION

Florida International University is offering a unique opportunity for creative professionals to obtain a Master's of Science - Creative Track in conjunction with world renowned, Miami Ad School. This is a 36 semester credit, lock-step program that is completed in five consecutive academic terms, including one summer, leading to a Master's of Science degree in Mass Communication with a specialty in creativity. The specific track of this program is the Global Strategic Communications (GSC) – Creative Track.

Is this program for you?

Students in this unique and exciting program are creative scholars who already have a four-year Bachelor’s degree from an accredited academic institution and who want to further develop a more complete understanding of the theoretical, strategic and research elements in the industry of advertising. This program is also for the passionate creative individual who wants to take their creative skills to the next level through exposure to top creative professionals and instructors teaching the latest trends in the industry.

A few key points to keep in mind:

• Interested candidates MUST apply to BOTH schools individually. Two applications are required: One for FIU and one for Miami Ad School.

• This is a 36-semester credit, lock-step program that is completed in five consecutive semesters including summers.

• Students take seven courses at the FIU’s Biscayne Bay campus and five courses at MAS in Wynwood:

  • FIU Biscayne Bay Campus – 3000 NE 151 Street, North Miami, Florida

  • MAS – 571 NW 28th St, Miami, Florida

• Since students will have to take courses in two campuses, it is strongly recommended to have access to a car for ease of transportation.
Students are strongly advised and recommended not to work while pursuing the program. The program is demanding and requires time and effort. There is no flexible-curriculum available as all the courses are pre selected for the student. Please be advised that the school enrolls and selects the schedules for the students by cohorts. Students do not have the option to change schedules.

If you are an international student, this is important:

Important information for international applicants: This program does not consider applicants coming with 3-year college degrees. Only full 4-year Bachelor's degree earned and awarded will be considered. No exceptions. If you are a student from India, Russia, Romania and South Africa this will most likely be an issue when applying. If your degree does not meet this requirement, your application will be denied automatically.

Who qualifies and what else do you need to know?

There are no conditional admissions options for GSC-Creative track applicants. The decisions are made individually and are not granted to international applicants due to the visa regulations and the implications of the conditional status rules.

GPA's below the 3.00 range will not be considered due to our program's very competitive and limited nature. We evaluate GPA's based on the last 60 credits taken by the applicant on their bachelor's degree. We do not count the first 60 credits conducing to bachelor's degree, only the last 60.

No assistantships are offered for this program. All students must cover tuition in its entirety.

We accept students for fall and spring admissions.
What are the courses that you have to take?

At Florida International University, these are the seven courses you have to take:

**ADV 6805 Advertising Creative Strategy**: Visual communication transcends language and cultural barriers like nothing else. Learn how to create symbols that interact powerfully with contradictory meanings. Create unforgettable visuals with powerful messages.

**MMC 5440 Research Strategy**: Understand the use and sources of secondary data, the underlying logic of various research designs, when to use qualitative research, including focus groups and ethnographic studies and how to design a survey. Transform research into useful information and understand how statistical results can be applied in real-world managerial situations.

**MMC 6402 Theories Of Mass Communication**: Familiarize students with current communication theories and their application, including cognition, interpersonal and mass communication, persuasion, diffusion and feedback, communication campaigns and varieties of social control.

**MMC 5306 Global Strategic Communications**: This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

**PUR 5406 Multicultural Communication**: Identify cultural, demographic and economic differences among various publics. Understand the different steps that must be followed in creating effective multicultural and international communications, analyze and determine strategic communications for various multicultural and international products/services. Develop a multicultural or international communications campaign for a prototypical client.

**VIC 5205 Trends In Graphic Design**: This course emphasizes the use of visual language and graphic design for various media used to influence consumer audiences including posters, flyers, art, mass-events, print in general, online media, etc. The course studies advertising in general through the prism of persuasion techniques and trains students practical skills in graphic design. Frequently taught at FIU’s Wolfsonian Museum.
MMC 6950 Professional Project: The professional project is designed to demonstrate the student’s excellence in an area of communication study. Students in the Master’s program will be expected to combine their theoretical knowledge with their creative talent by researching, strategizing, and executing an innovative communication solution to a specific topic. A final thesis (professional project) is required.

At Miami Ad School, these are a list of some of the courses you will take depending on your chosen track, art direction or copywriting. Courses appear under the designation of ADV 6503 Seminar in Advanced Creativity (3 credits each x 4 courses = 12 credits) and PUR 6935 Advanced Communications Seminar (3 credits), teaching the practical applications of the skills necessary for your chosen profession.

ART DIRECTION STUDENTS:
POP 508 Thinking Strategically: Understanding the importance of strategic thinking and how it fuels the creative process. In this course, you’ll learn how to make all creative ideas smart and strategically sound. You’ll learn the process of a strategic creative. You’ll learn how to approach the creative research process. You’ll learn how to uncover “insights” that will lead to writing a creative strategy statement. You’ll learn to formulate an ideal communications strategy. You’ll learn about the creative brief. And ultimately, you’ll develop solutions as a creative team based on your own strategies.

POP 511 Type Journey: An introduction to the art of typography. You’ll get a solid foundation in the techniques of type design as well as the history behind the type faces and the times that created them.

POP 515 Everything is Media: You’ll learn how to integrate all media—old and new, offline and online, what’s coming down the line—into the ideal conduit for your branded message. You’ll explore applications of the next technological blockbusters: touch screen, voice and face recognition, telepresence. What’s next? Teleportation?

POP 546 Heroes and Sidekicks: Weekly guest lectures by different nationally recognized advertising professionals. You’ll be exposed to various types of advertising and design categories. Having the opportunity to view work from different types of professionals will help you make better choices about your career. You will work on briefs from top Creatives from around the world. The visiting Industry Heroes mentor you in a simulated advertising agency environment. You will grow your advertising network, polish your presenting skills and create integrated campaigns for portfolio.

**POP 522 Interactive Concepting:** Students will get a crash course in digital wizardry. They’ll learn how to concept for interactive projects while learning about the medium on the way to the concept. Students will learn how to come up with interactive ideas, how to pitch those ideas to a client, and how to take the idea into production. The course will cover how to design for the web, how to think about animations, learn what makes up a digital campaign, and how to get your campaign into everyone’s inbox.

**POP 526 Motion Graphics:** In this course, you will develop a broad understanding of motion graphics, production concepts, design tools and the enabling techniques while acquiring a working vocabulary through a series of structured problem-solving activities.

**POP 527 Digital Campaigns:** This course will show you how an idea can be expressed across multiple online platforms in a concerted effort to reach and connect with users, regardless of digital media.

**POP 504 Video Storytelling:** The ubiquity of the video camera and the global stage of YouTube have given the power of the moving image to the masses. Tell a story with motion, sound and time.

**POP 531 Social Media:** This course will introduce students to the use of social media for the purposes of brand communication and promotion. Beyond the buzzwords and the hype, the fact is that social media platforms are nothing but venues for communication. Some of these conversations take place between consumers and brands. How can marketers use social media to better serve their customers? How can brands achieve authentic relationships with consumers and leverage the power of these connections for the benefit of all participants?

**POP 519 Visual Impact:** Visual communication transcends language and cultural barriers like nothing else. Learn how to create symbols that interact powerfully with contradictory meanings. Create unforgettable visuals.
POP 534 The Brand Called You: You are a brand. But what makes You...you? It's every bad trait you inherited from your forebears, your quirks, your likes, your dislikes, what you eat, what you drink, what you buy, what you save, what you throw away, your beliefs, your secrets, your first words to your last words. It's what you are and what you want to be. It's the most fun class you'll ever have because it's all about Y-O-U. You'll also shed a few tears because... it's all about you.

POP 537 It's A Mobile World: You've seen the future and it's in your pocket or your purse. It's always on and always there as consumers move through their day and their night—in-store, out-of-home, on-air, or in-print. You will explore ways to tap the enormous power of mobile marketing.

POP 535 Product Creation: As the media landscape has “morphed,” so has the role of the ad agency. Today's leading shops not only promote products, they come up with product ideas and then develop them. This is a primer on the process.

POP 548 Duck, Duck, Goose: You'll be one of the ducks and a planner will be the goose. Ad agencies have discovered that account planning allows them to really “get into the mind” of the consumer. They can more reliably predict trends because they can more accurately understand the reasons why someone buys a particular brand. You will work from a creative brief developed by an account planner.

POP 540 Portfolio Development: This is it. This is your last chance, the walk off the end of the plank, the last word, the final curtain, the goodbye kiss, now or never... (you supply your favorite ending). Make it a good one. It’s your life all wrapped up for show and tell and hire.

COPYWRITING STUDENTS:
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POPs & PDAs:

**POP 512 Short & Sweet:** Headlines, web banners, outdoor boards, tag lines, and Twitter posts all require precision and a certain turn of phrase. You’ll learn to be a writer of few words that carry a big message.

**POP 515 Everything is Media:** You’ll learn how to integrate all media—old and new, offline and online, what’s coming down the line—into the ideal conduit for your branded message. You’ll explore applications of the next technological blockbusters: touch screen, voice and face recognition, telepresence. What’s next? Teleportation?

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**POP 514 Wordsmithing:** Mastering the craft of writing. Embrace the relevance of long copy in the online world as you tackle grammar and punctuation. Realize the “buck” stops with you.

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**POP 524 Script Writing (Radio, TV, Web):** Writing for visual and audio media requires specific skills and a fluency in the idiosyncrasies of each medium. Learn how to write scripts that exploit the narrative potential of these environments. Content strategy: Learning how to write scripts for different media and where it is most impactful.

**POP 527 Digital Campaigns:** This course will show you how an idea can be expressed across multiple online platforms in a concerted effort to reach and connect with users, regardless of digital media.

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