

COMMUNICATION

<http://www.com.miami.edu/>

Introduction

The School of Communication houses five departments that offer courses in nine majors leading to the Bachelor of Science in Communication degree. The departments are: Cinematic Arts (Motion Pictures), Communication Studies (Communication Studies), Interactive Media (Interactive Media), Journalism and Media Management (Broadcast Journalism, Electronic Media, Journalism, Media Management), and Strategic Communication (Advertising, Public Relations). In addition, the Master of Arts, the Master of Science, Master of Fine Arts, and Doctor of Philosophy degrees are offered in the School.

Students engage with a diverse faculty of communication scholars, artists and professionals in a variety of hands-on learning experiences embracing research, writing, production, creative problem-solving and multimedia storytelling. On-campus television and radio facilities, soundstages and multimedia labs are available for academic and extra curricular student projects. Students utilize contemporary digital imaging technology and learn skills that cut across a variety of media platforms. Digital editing, recording and mixing facilities are available. New media technology is incorporated throughout the curriculum and the School has numerous computer labs and digitally “smart” classrooms.

The School houses a film soundstage and two fully digital, high-definition television studios and state of the art control rooms. Two video-conference centers with broadcast-quality interactive capability for remote interviews and programming support the School's mission. In addition, a fiber-optic linked studio allows for real-time, broadcast-quality transmissions to sites around the world. Under Communication faculty supervision, student-produced programming is distributed through the University's cable facility and carried throughout the community by the local cable operator and is available through online streaming. The School operates several online sites that afford students outlets for multimedia, interactive and cross-platform writing, research, reporting and creative work.

The University's FM radio station, and student online and print newspapers and magazines, offer additional opportunities for career development. The Bill Cosford Cinema, a 240-seat movie theatre, supports the Motion Picture Program and offers film programming for the Miami community. The School's Norton Herrick Center for Motion Picture Studies is dedicated to research into the history and aesthetics of motion pictures and their social and cultural impact.

The School's Center for Communication, Culture, and Change focuses on promoting positive social and behavioral change through communication research. The Center seeks to address urgent social issues, and make a positive difference in people's lives.

The Koenigsberg & Nadal Interactive Media Center facilitates collaborative education for School of Communication students. With the latest technology seamlessly integrated into a flexible co-working space, students in the Interactive Media Center can easily work together and share their knowledge with one another. Whether students are using the dry erase walls to strategize a research project or touch-screen monitor to showcase their creative concepts to a client, the Interactive Media Center provides a student-driven and innovative experiential learning ecosystem unique to the School of Communication. In this space, groundbreaking ideas are born and innovative visions are able to come to life across all disciplines.

The School supports student chapters of the American Advertising Association, the Public Relations Society of America, the Society of Professional Journalists, the National Broadcasting Society, the University Film and Video Association and other professional organizations. In addition, the School sponsors a nationally competitive intercollegiate debate team, which annually produces several members of the All American Debate Team.

Internships in professional settings are available to Communication students at the sophomore, junior and senior levels. Professionals at daily and weekly newspapers, magazines, news bureaus, cable systems, radio and television stations and networks, production houses and motion picture studios cooperate in faculty-supervised internships. Executives of city and county governments, advertising agencies, public relations firms and other business and nonprofit organizations join in providing internship opportunities. The Stein Family Office of Career Services and Internships assists students seeking internships and offers career planning services. Summer and semester-length study abroad opportunities are also available.

Mission

The School of Communication is dedicated to a global educational perspective and is committed to providing a socially responsible and ethically grounded learning environment guided by a diverse faculty of scholars, artists and professionals. The School is committed to quality undergraduate and graduate programs in communication that emphasize the relationship between theory and practice. We believe in freedom of expression and creativity, and encourage both collaboration and independent thinking as we prepare future scholars, professionals and leaders for a lifetime of service and learning.

Accreditation

The University of Miami is accredited by:

The Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, GA 30033-4097

Academic Policies

Internal Transfer into the School of Communication

A student enrolled at the University of Miami in a School or College other than the School of Communication may apply for admission into the School. Applications are accepted throughout the year. A minimum overall grade point average of 2.5 is necessary for consideration. Applications are available in the Admissions, Academic & Alumni Services Office of the School of Communication (2037 Wolfson Building) and must be submitted prior to the end of each semester. Admission decisions will be made promptly after semester grades are final. Students will be notified in writing of the School's decision.

Transfer Students

A transfer student must complete in residence a minimum of 18 credit hours toward a Communication major or a minimum of 9 credit hours toward a Communication minor. Courses taken elsewhere in Communication or related disciplines are not automatically accepted toward a major or minor at the University of Miami. Students who have obtained the written approval of the the appropriate department chair to use transfer credit hours to satisfy one or more requirements of that major may be required to complete additional courses in residence at the University before being admitted to that major. Students should consult a School of Communication advisor to determine whether the transfer of Communication courses will increase beyond 120 the total number of credit hours required for a degree. In general, transfer credit hours will not be accepted to satisfy requirements for any course in any major or minor at the 300-level or above. Student petitions to transfer credit hours will be considered on an individual basis.

Transfer credit hours may not be used to satisfy requirements for any major or minor in Communication without the written approval of the Chair of the program concerned.

Academic Progress & Probation/Dismissal

Students must maintain a grade point average (GPA) of 2.5 or higher in courses taken in residence and submitted for their School of Communication major. Following the first semester in which any student's GPA in the major falls below a 2.5, the School may issue a warning to that student that his or her work does not meet School expectations. Should that student's GPA in the major be below a 2.5 in any subsequent semester, he or she may be placed on Academic Probation. The School may dismiss from the University any student who is on probation a total of two semesters (not necessarily consecutive). A student who has been dismissed from the School may apply for admission to one of the other Schools or Colleges within the University, but will not be readmitted to the School of Communication.

Those who wish to appeal their probation or dismissal must do so in writing to the Dean within 30 days of the notice of probation or dismissal.

Internship Credit Hours

All programs allow students to complete multiple internships for academic credit. Students should consult with their faculty advisor or the School's academic advising office for their department's specific internship credit hour policies.

Credit Hours and Advanced Placement Credit

Credit hours may be earned through Advanced Placement, IB, CLEP Examinations and Advanced Placement by Proficiency Examinations. These credit hours may be applied to the appropriate General Education Required Areas of Study or as electives except:

1. where prohibited by the University or a specific program area; or
2. if the course is remedial (e.g., ENG 103, MTH 099).

To earn credit hours, each student must pay a recording fee and have exempted course credit hours entered on his or her University transcript. An exemption may be granted for ENG 105 by the Department of English, but this exemption will not earn credit hours toward the 120 University credit hours required for graduation.

Grade Point Average

A candidate for the Bachelor of Science in Communication (B.S.C.) must complete the credit hours and achieve the grade point average specified for students in the University at large as stated in the section titled ACADEMIC PROCEDURES AND INFORMATION, subject to additional requirements specified in School and Program sections.

General Education Requirements

In April 2012, the University of Miami Faculty Senate adopted a new set of General Education Requirements (GERs). The new Cognate Program of General Education was implemented in the 2013-2014 academic year (AY 2014).

Please note, students completing majors and minors within the same department may only satisfy one required cognate area of study.

See GENERAL EDUCATIONAL REQUIREMENTS.

Degree Programs

The School of Communication offers courses in nine programs of study leading to the degree Bachelor of Science in Communication. The programs are Advertising, Public Relations, Communication Studies, Electronic Media, Broadcast Journalism, Journalism, Media Management, Interactive Media, and Motion Pictures.

Minors

The School of Communication offers minors in its nine programs of study and a general minor in Communication (COM). School of Communication students may complete a minor in a specific program of study, but are not eligible for the general minor in Communication.

Concentrations

Most degree programs offer concentrations or tracks of study in specialty areas. See the individual program sections for details on these concentrations.

Requirements for Graduation with a Bachelor of Science Degree in Communication

Required University General Education Requirements

The General Education Requirements provide students with the opportunity to study methodologies and achievements in all areas of human inquiry and creative endeavor, and to cultivate abilities essential for the acquisition of knowledge. The Areas of Proficiency requirements ensure that students either already possess, or develop at the University, the ability to express themselves effectively, to use mathematics with facility, and to reason cogently. The Areas of Knowledge requirement is designed to help students understand and appreciate intellectual achievements in major areas of human inquiry and creative endeavor.

All School of Communication students must complete the University's General Education Requirements. These requirements can be found in the General Education Requirements section. Note that the General Education Requirements differ for incoming freshmen and transfer students.

Completion of each School of Communication major or minor fulfills one of the three cognate areas required by the University: People & Society, Arts & Humanities and STEM. (See individual program descriptions below identifying the specific cognate area covered.)

Students completing a second major or minor in the School which fulfills a cognate area different from their first major, and offered in a different department, may apply the second major or minor toward a second cognate area. No course submitted toward a School of Communication major or minor used to fulfill a University cognate may be applied toward any other cognate area. No more than two cognate areas may be completed in the School of Communication.

Students should meet with their advisors for assistance in completing all University and School requirements.

Developing Proficiency in Advanced Writing and Communication Skills

By their nature, Schools of Communication aspire to help students understand communication processes and develop high-level skills in writing, oral presentation and the use of digital communication technologies for crafting meaningful and effective messages. To fulfill the University's Advanced Writing and Communication Skills requirement, all students enrolled in one of the eight undergraduate majors offered by the School will be required to complete their program's core writing course, at least one public speaking/presentational skills course, and one digital skills course.

Written Communication Skills

Effective writing skills advance ideas efficiently and persuasively, so the expectation is that students become adept at using writing as an effective communication tool. Students fulfill this requirement by satisfactorily completing ENG 105 (<https://bulletin.miami.edu/search/?P=ENG%20105>) together with ENG 106 (<https://bulletin.miami.edu/search/?P=ENG%20106>) or ENG 107 (<https://bulletin.miami.edu/search/?P=ENG%20107>), or the equivalent. Appropriate Advanced Placement (AP) or International Baccalaureate (IB) scores in English composition may be used to satisfy this requirement. An appropriate score on the SAT or ACT examination may earn a student exemption from, but not credit for, ENG 105 (<https://bulletin.miami.edu/search/?P=ENG%20105>).

Students will be able to:

- Demonstrate effective written communication skills in relation to specific rhetorical tasks.
- Construct original, well-reasoned arguments using a range of materials.
- Integrate and synthesize appropriate and relevant primary and secondary sources in their writing.

EFFECTIVE FALL 2017, NEW STUDENTS WITHOUT PRIOR COLLEGE CREDIT IN WRITTEN COMMUNICATION SKILLS WILL BE PLACED AS FOLLOWS:

- ENG 103: ACT English score below 18 or SAT Evidence-Based Reading and Writing or Critical Reading score below 430, or TOEFL iBT Writing score below 18.

- ENG 105: ACT English score 18-31 or SAT Evidence-Based Reading and Writing or Critical Reading score 430-690, or TOEFL iBT Writing score 18 or above.
- ENG 106 or ENG 107: ACT English score 32 or above or SAT Evidence-Based Reading and Writing or Critical Reading score 700 or above

Written Communication Skills General Education Requirements must be completed prior to attaining junior year classification.

Major/Minor Requirements

In addition to completing a major in the School of Communication, students must also complete a minor (or a second major) in either a second Program of Study within the School or in an academic program outside of the School. Students completing majors and/or minors in the School must complete all School of Communication courses with grades of C or higher (a grade of C- or lower is not acceptable.) Students may not enroll in a School of Communication course without grades of C or higher in prerequisite courses. Students completing a minor or second major outside the School of Communication should consult this Bulletin for minimum grade requirements.

The Major in the School of Communication

Majors in the School of Communication leading to a Bachelor of Science in Communication require between 36 and 42 credit hours in School of Communication courses specified in Program Statements (below). Courses within each major must be completed with a grade of C or higher (a grade of C- or lower is not acceptable.) In addition, students must maintain a grade point average of 2.5 or higher in courses taken in residence and submitted for their School of Communication majors.

The Minor

Each Communication student, in addition to completing requirements for a Communication major, must complete a minor field in either a second Program of Study within the School or in an academic program outside the School. Each course submitted for a minor offered in the School of Communication must be completed with a grade of C or higher (a grade of C- or lower is not acceptable). To find the requirements for a given minor, students should consult this Bulletin and confer with the appropriate department representative.

School of Communication advisors will aid students in identifying appropriate minors. The candidate for a Communication degree may choose from among any of the disciplines offering minors at the University for which they may qualify. The choice of a minor should be made no later than the beginning of the junior year and must be approved by the discipline concerned.

The Second Major Option

Students may choose to complete a second major, either within the School or in an academic program outside the School, in place of the minor requirement. Some second majors are impractical within the minimum 120 credit hours degree program. Students should consult with a Communication advisor before selecting a second major. The choice of a second major should be made no later than the beginning of the junior year and must be approved by the discipline concerned.

Double Counting

Students completing a major and a minor in the School of Communication, or two majors within the School of Communication, may count only COM 250 toward both Programs of Study. No other course duplication is allowed. Students should consult with the Department Chair of the minor or second major for acceptable course substitutions where appropriate.

Upper Division Credit Hours

In earning a Bachelor of Science in Communication, each School of Communication student must complete a minimum of 36 credit hours of course work at the 300-level or above. Upper division transfer credit hours also apply if completed at a four-year institution and if approved by the Department Chair.

Electives

Only Free Elective courses may be taken under the University's Credit Only option. Free Electives are defined as courses not taken to fulfill the requirements of the major within the School of Communication, of the second major or minor, or of the School's General Education Requirements. Free Electives are courses that are not taken to meet any of the above requirements or their prerequisites, but taken solely to meet the requirement of a minimum total of 120 credit hours for the degree.

General Electives

A sufficient number of University electives must be completed to fulfill a minimum total of 120 credit hours. Electives may be chosen from any course offered by the University except certain unapproved courses such as:

Code	Title	Credit Hours
DAN 102	Stretching and Body Work	1
ENG 103	Basic Academic Writing	3
MTH 099	Intermediate Algebra	3
UMI Toppel Internship at any level		1

Students should consult a School of Communication advisor before selecting elective courses. Because specific courses are required in some School of Communication majors, students are advised to read Program Statements carefully and seek the advice of a School of Communication advisor prior to taking general University electives.

Schedules

Fifteen to sixteen credit hours constitute a normal semester schedule in the School of Communication. Students who wish to register for more than 18 credit hours must obtain prior approval from the Office of Admissions, Academic & Alumni Services (2037 Wolfson Building). Students who are on academic probation will be limited to a maximum of 13 credit hours.

Honors

School of Communication students may graduate with School Honors in Communication noted upon their diplomas and transcripts. Students must contact the School's Office of Admissions, Academic & Alumni Services (2037 Wolfson Building) for details about the School of Communication Honors Program.

Students may receive recognition as graduates cum laude, magna cum laude, or summa cum laude if they meet the requirements set forth under graduation honors.

General Information

The Foote Fellows Honors Program recognizes the most educationally accomplished incoming students at the University of Miami. Foote Fellows have distinguished themselves both in and out of the classroom at their previous schools, are self-motivated, and think independently. Admission to the Foote Fellows Honors Program is by invitation.

Foote Fellows are exempt from the Cognates Program of General Education requirements. Within the curricular framework of their school or college, Foote Fellows enjoy unmatched freedom and flexibility to explore a multitude of educational resources. Many Foote Fellows leverage this opportunity to take additional majors and/or minors and to study abroad.

At each of the nine undergraduate schools at the University of Miami, a dedicated advisor helps Foote Fellows chart their academic path and attain access to distinctive learning opportunities at the University, such as special school-based seminars, faculty-mentored research, networking opportunities, and off-campus internships.

Foote Fellows also will be invited to join advanced, interdisciplinary Foote Fellow seminars taught by leading faculty members from across the University. An example is Books That Matter, a rigorous seminar in non-fiction reading that is offered in sessions for first-year and for upper-class students. Freshman Foote Fellows benefit from early move-in to the residential colleges. Further, Foote Fellows receive focused advising on post-baccalaureate distinguished fellowships and awards.

The Foote Fellows Honors Program reflects the educational vision of former University of Miami President Edward T. Foote, who retired in 2000 after serving the University for twenty years.

Foote Fellows in the School of Communication

The School of Communication hosts several activities geared for our Foote Fellows throughout the academic year. School of Communication Foote Fellows will be receiving information from Assistant Dean Luis Herrera regarding our specific programs. For further inquiries, please contact him at lherrera@miami.edu.

SCHOOL OF COMMUNICATION HONORS PROGRAM

Admission to the School's Honors Program is contingent upon admission to the Communication Honors Program as an incoming freshman. Transfer or continuing students may apply for admission to the School of Communication Honors Program after completion of their first full semester at UM. Admission into the School of Communication Honors Program is contingent upon:

1. a freshman student admitted in the fall semester attaining at least a 3.5 overall grade point average and a 3.75 cumulative grade point average in all School of Communication classes, or
2. a transfer student with at least a 3.5 overall grade point average at his or her previous school and a 3.75 grade point average in School of Communication classes.

Continuation in the School's Honors Program is contingent upon satisfying the criteria set forth below over the student's academic career. Students enrolled in the School of Communication Honors Program may choose from two academic paths: (1) an individualized major in communication created in consultation with the School's Director of Honors or, (2) a concentrated major in one of the School's programs of study.

Students admitted to the School of Communication Honors Program must maintain a minimum 3.5 grade point average in all university coursework and a minimum 3.6 cumulative grade point average in all School of Communication Honors Program classes (at least 15 credits of such course work must be completed). All Honors students must complete the following Honors-designated courses with grades of "B" or higher (grades of "B-" will not be acceptable):

Code	Title	Credit Hours
Required School of Communication Honors Core		
COM 101	Mass Media Communication in Society (or approved alternate for transfer honors students)	3
COM 250	Freedom of Expression and Communication Ethics	3
COM 395	Honors Seminar in Communication	3
COM 401	Honors Communication Colloquium	3
COM 499	Senior Honors Project/Thesis	3

All School Honors students must have worked out by the end of their second semester of UM enrollment a plan of studies, under the direction of the School's Director of Honors.

In conducting a Senior Honors Project/Thesis the student, under the direction of an approved faculty mentor, will produce an original communication thesis/project. This project may take the form of original research, a theoretical examination of communication phenomena, a film or motion picture script, a radio or video drama or documentary, a teleplay, or a visual communication project incorporating web interactive design, photography, and multi-media.

Inquiries regarding the School of Communication Honors Program should be made through the School's Office of Admissions, Academic & Alumni Services (2037 Wolfson Building).

Minor in Communication

A student seeking a minor in the general area of Communication must complete 15 credit hours, at least six of which must be at the 300-level or above.

- Students in the School of Communication cannot minor in Communication.
- Courses for this minor must be taken from the departments of Cinematic Arts, Communication Studies, Interactive Media, Journalism and Media Management and Strategic Communication. Course prefixes include: CCA, CIM, COM, COS, JMM and STC.
- Each course taken for a Communication minor must be completed with a grade of C or higher (a grade of C- or lower is not acceptable).
- At least 9 credit hours towards the minor must be completed at UM.

Sample Communication Minor

Code	Title	Credit Hours
Must complete a maximum of 9 credits at the 100 or 200 level in School of Communication electives: ¹		9
Department of Cinematic Arts (CCA)		
CCA 103	Survey of Motion Pictures	
CCA 126	Introduction to Screenwriting	
CCA 151	Introduction to Digital Filmmaking	
Department of Interactive Media (CIM)		
CIM 103	Web Lab	
CIM 102	Interaction Design I	
CIM 202	Interaction Design II	
School of Communication (COM)		
COM 101	Mass Media Communication in Society	
COM 250	Freedom of Expression and Communication Ethics	
Department of Communication Studies (COS)		
COS 112	Interpersonal Communication	
COS 211	Public Speaking	
COS 220	Communication Theory	
Department of Journalism & Media Management (JMM)		
JMM 102	Understanding Media and Content in the Digital Age	
JMM 106	Visual Design	
JMM 108	Writing for the Digital Age	
JMM 221	Introduction to Documentary Photography	
JMM 233	Television Performance	
JMM 245	Introduction to Electronic Media Production	

JMM 285	Applied Statistics for Journalism and Media Management	
Department of Strategic Communication (STC)		
STC 102	Graphic Design for Strategic Communication	
STC 103	Statistical Reasoning for Strategic Communication	
STC 114	Principles of Advertising	
STC 116	Principles of Public Relations	
STC 200	Advertising Strategy Development	
STC 201	Public Relations Strategy Development	
STC 202	Advanced Graphic Design for Advertising	
STC 203	Advanced Graphic Design for Public Relations	
STC 231	Creative Advertising Concepts and Copywriting	
STC 232	Writing for Public Relations	
STC 233	Writing for Advertising Account Management	
Must complete a minimum of 6 credits at the 300 level or above in School of Communication courses ^{2,3}		6
Department of Cinematic Arts (CCA)		
CCA 326	Intermediate Screenwriting	
CCA 329	Writing for Series Television	
CCA 355	Essentials of Documentary Film	
CCA 364	Business of Motion Pictures	
CCA 394	Special Topics in Cinematic Arts	
CCA 401	Nonfiction Film and Digital Media	
CCA 402	Global Issues and Filmmaking: An Interdisciplinary Approach	
CCA 403	Film Directors	
CCA 404	Aspects of Contemporary Cinema	
CCA 405	Representations of Sport in Popular Culture	
CCA 406	Genres	
CCA 407	National Cinemas	
CCA 408	Women, Media, and Popular Culture	
CCA 409	Legal Aspects of Motion Pictures	
CCA 455	Science Documentary: Autism	
CCA 458	Documentary Production	
CCA 526	Adaptation	
Department of Interactive Media (CIM)		
CIM 204	Introduction to Game Design	
CIM 418	Internet and Media Activism	
CIM 444	Designing Games for Impact	
CIM 489	Special Topics in Interactive Media	
Department of Communication Studies (COS)		
COS 311	Advanced Oral Advocacy	
COS 314	The Power of Dialogue	
COS 316	Small Group Communication	
COS 318	Nonverbal Communication	
COS 324	Health Communication	
COS 325	Communication in Health Organization	
COS 328	Sports As Communication	
COS 330	Conflict Management	
COS 333	Business Communication	
COS 336	Political Communication	
COS 343	Introduction to Intercultural Communication	
COS 377	Argumentation and Critical Thinking	
COS 391	Undergraduate Special Topics in Communication Studies	
COS 418	Organizational Communication	

COS 426	Patient-Provider Communication
COS 427	Health Behavior and Risk
COS 472	Persuasion
COS 545	Intercultural Communication: International Perspectives
COS 546	Intercultural Communication: Domestic Perspectives
COS 591	Advanced Special Topics in Communication Studies
Department of Journalism & Media Management (JMM)	
JMM 300	Journalism Practicum (Must take 3 times with permission of instructor)
JMM 304	
JMM 306	Special Topics in Journalism and Media Management II
JMM 307	Mobile Journalism
JMM 309	Storytelling with Data
JMM 319	History of Journalism
JMM 331	Introduction to Infographics and Data Visualization
JMM 341	Web Design
JMM 404	Latinos and the Media
JMM 448	Sports and the Media
JMM 592	Special Topics in Journalism and Media Management
Department of Strategic Communication (STC)	
STC 316	Ethics in Strategic Communication
STC 330	Travel and Tourism
STC 334	Social Media Messaging and Strategies
STC 340	Digital and Mobile Advertising
STC 350	International and Cross-cultural Advertising
STC 401	Seminar in Advertising and Society
STC 423	Crisis Communication and Management
STC 424	Media Relations
STC 425	Cases in Public Relations Administration
STC 426	Sports, Publicity, and Promotions
STC 428	Public Relations Management
STC 460	Corporate Communication and Public Relations
STC 482	International Public Relations
STC 483	Integrated Marketing Communication
STC 490	Special Topics in Advertising
STC 493	Special Topics in Public Relations
Total Credit Hours	15

- ¹ STC 200 requires STC 114, STC 201 requires STC 116 and STC 202 requires STC 102. These courses cannot be taken concurrently. Any exceptions must be made by the STC Department Chair.
- ² Please consult each department's bulletin listing for course requirements. No exceptions, substitutions or waivers will be given if student does not meet requirements for a course.
- ³ Most 300 level or above Communication courses require at least junior standing and one or more of the following survey courses: CCA 103, CCA 126, CCA 151, COS 220, JMM 102, JMM 108, STC 102, STC 114, or STC 116. Please consult the Bulletin for course prerequisites.