ONLINE MASTER OF SCIENCE IN
Global Strategic Communications

COLLEGE OF COMMUNICATION, ARCHITECTURE & ARTS (CARTA)

30 CREDITS REQUIRED

$25,000 TUITION

START FALL & SPRING

FIU Online
Florida International University
**MASTER OF SCIENCE IN GLOBAL STRATEGIC COMMUNICATIONS**

**ABOUT THE PROGRAM**

Advance your communications career in the international marketplace with FIU’s fully online Global Strategic Communications master’s program. This program prepares graduates to be socially responsible communication leaders and innovators at the highest levels of corporate, government and non-profit organizations. Our professionally focused master’s program can be completed in one year and allows students to specialize in communications management or digital media. This program prepares students for expanded opportunities in advertising, public relations and integrated communications, while enhancing performance in their current communication roles. FIU’s exceptional faculty of internationally recognized scholars and top professionals ensures that our curriculum both anticipates and reflects changes in industry practices and keeps pace with the dramatic changes in technology that are transforming the communication industries across the globe.

The online Master of Science in Global Strategic Communications program consists of six eight-week terms. Full-time students enroll in 4 courses (12 credits) each semester. The program can also be completed on a part-time basis.

- 12-month, fully online program
- Communications professionals with digital expertise in high demand*
- Top 10 percent of public relations managers earn more than $180,480*  
  
* Bureau of Labor Statistics

**REQUIREMENTS**

- Online graduate application with nonrefundable fee of $30 U.S. dollars.
- Four-year U.S. bachelor’s degree or equivalent from an accredited institution.
- Grade point average (GPA) of 3.0 or higher in upper division coursework of bachelor’s degree.
- Official transcripts from all colleges/universities previously attended (undergraduate and graduate). Transcripts must be sent directly by the institution(s) to FIU in electronic format or mailed in a sealed institution envelope.
- International students
  - Proof of degree
  - Official TOEFL/IELTS scores
- Graduate Record Exam (GRE) – Submit official scores. FIU’s code is 5206. (Those who can demonstrate a record of professional accomplishment, hold a master’s degree from a regionally accredited college or university and/or demonstrate exceptional academic credentials may petition for a waiver of the standardized exam requirement.)
- Two recommendation letters.
- Current and detailed resume.
- An essay describing your reasons for pursuing a master’s degree in Global Strategic Communications at FIU.

**Program Courses**

- Global Strategic Communications Management
- Applied Research Methods
- Theories of Mass Communication
- Ethics and Social Responsibility
- Professional Project

**Professional Conference**

- Advanced Communication Seminar: Crisis and Issues Management
- Global Reputation Management
- Global Communications
- Social Media Metrics and Evaluation
- Digital Media Management
- Media Planning
- Applied Media Communication Skills
- Advertising & Public Relations Creative Strategy
- Special Topics Seminar
- Independent Study

*Courses subject to change without notice

To see a detailed list of admission requirements, please visit our program page at: [fiuonline.fiu.edu](http://fiuonline.fiu.edu)

**FINANCIAL AID**


To learn more about scholarship opportunities, contact the FIU Online Enrollment Team at 1 (855) 348-6654 or at onlinefa@fiu.edu

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For more details and financial aid information, contact the Enrollment Team at: 1 (855) 348-6654  fiuonline.fiu.edu  onlineprograms@fiu.edu