



# Who We Are

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FIU's Master of Science in Mass Communication with a focus on Global Strategic Communications (GSC) offers different tracks to suit students' needs:

 **Management Track**  
- Fully Online  
- On-Campus

 **Creative Track** *(in partnership with Miami Ad School)*

With a dual focus on communication management and digital communication, the GSC curriculum reflects the evolving global marketplace, providing an international perspective on such topics as reputation management, branding, social media, crisis communication, professional ethics, among others. Students will be exposed to an audience-focused, data-driven approach to communicating with global publics.

The School of Communication+Journalism has a rich history of award-winning faculty, including top-notch media professionals and Fulbright scholars. Its more than 7,000 alumni worldwide have won prestigious accolades and awards, such as Pulitzers, Emmys, Silver Anvils, ADDYs, Clios, and others.

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**FIU** | **Communication + Journalism**

For more information, visit:  
[communication.fiu.edu/gsc](http://communication.fiu.edu/gsc)

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Biscayne Bay Campus  
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**FIU** | **Communication + Journalism**

M.S. in Mass Communication:  
Global Strategic  
Communications



# Management Track

The GSC Management track gives students a global perspective in strategic communications to help them prepare for advancement in advertising, public relations, and integrated communications careers.

## Fully Online

This accelerated program prepares graduates to be globally minded and socially responsible communication leaders and innovators at the highest levels of corporate, government and non-profit organizations. The fully online program can be completed in one year from anywhere in the world at any time.

 **12 months**  
 **30 credits**  
 **\$25,000**

## On-Campus

Take classes in traditional, face-to-face, or hybrid formats with world-class faculty. Students learn to analyze organizations' business problems and recommend communications solutions using an array of communications strategies.

 **16 months**  
 **30 credits**  
 **\$18,000**

### 4 +1 Degree Program

Designed for current FIU students in all majors who want to get a head start on their graduate degree while completing their bachelor's degree.

This program is exclusive to the on-campus option. Contact the Advising Office to schedule an appointment and learn more: 305-919-5235 or 305-348-1255.

### GSC + Conflict Resolution Certificate Program

Now, in partnership with the Center for Labor Research and Studies, the GSC Management track offers students the opportunity to obtain a master's degree in *Global Strategic Communications with a Graduate Certificate in Conflict Resolution and Consensus Building*. This option, available online and on-campus, provides students the skills necessary to effectively communicate, operate, and manage complex communication conflicts within the global market.

# Creative Track

The GSC Creative track focuses on developing a global perspective in strategic communications through the development of trained art directors and copywriters. The program is specifically designed for creative students who have completed an undergraduate degree from an accredited academic institution and want to pursue a graduate degree that combines advanced courses in creative art direction and copywriting skills with the in-depth study of creative strategy, research and communications theories in the field of advertising. The GSC Creative track consists of a unique, advanced and specially designed curriculum in conjunction with the world renowned Miami Ad School.

 **21 months**  
 **39 credits**  
 **\$39,850**

Contact Grizelle De Los Reyes at [gsccreative@fiu.edu](mailto:gsccreative@fiu.edu) for more information

# Worlds Ahead

Contact Aileen Izquierdo at [gsc@fiu.edu](mailto:gsc@fiu.edu) for more information