



FLORIDA STATE UNIVERSITY
PANAMA CITY
COLLEGE OF APPLIED STUDIES
Corporate & Public Communication

Planned Course Schedule

All of our graduate courses begin at 5 pm and last until 7:30 pm during the Fall and Spring (until 8:30 pm in the Summer). Dr. Halvorson's courses are almost always on Mondays. Dr. Lindsay's meet on Tuesdays in Fall and Spring (Mondays in the Summer). Dr. Wallace's are almost always on Thursdays in Fall and Spring (Tuesday-Thursday in the Summer).

EVERY FALL SEMESTER

- COM 5127 Assessing Organizational Communication **REQUIRED**
- MMC 5600 Mass Communication Theory/Effects (ODD YEARS—Either this or SPC 5545 **REQUIRED**)
- SPC 5545 Persuasion (EVEN YEARS—Either this or MMC 5600 **REQUIRED**)
- SPC 5442 Group Dynamics & Leadership **REQUIRED**
- COM 4132 Communication and Stress Management **OPTIONAL** (maximum of two 4000 level courses)
- COM 4431 Rhetoric of a Global Corporation **OPTIONAL** (maximum of two 4000 level courses)
- MMC 4300 Diffusion of Innovations **OPTIONAL** (maximum of two 4000 level courses)
- SPC 4620 Strategic Speech Making **OPTIONAL** (maximum of two 4000 level courses)

EVERY SPRING SEMESTER

- COM 5526 Marketing Communication Management **REQUIRED**
- COM 5316 Statistical Methods in Communication Research **REQUIRED**
- COM 5469 Corporate Planning and Dispute Resolution (EVEN YEARS) This, SPC 6920 or ADV 5503 **REQUIRED**.
- COM 4132 Communication and Stress Management **OPTIONAL** (maximum of two 4000 level courses)
- SPC 6920 Colloquium: Training/Consulting (ODD YRS) This, COM5469 or ADV5503 **REQUIRED**
- SPC 4360 Interviewing **OPTIONAL** (maximum of two 4000 level courses)
- COM 4431 Rhetoric of a Global Corporation **OPTIONAL** (max of two 4000 level courses)

EVERY SUMMER SEMESTER

- COM 5409 Burke & Communication Theory [starting Su '18—COM 5126 is being phased out after Su '17] **REQUIRED**
- RTV 5423 New Communication Technology **OPTIONAL**
- COM 4132 Communication and Stress Management **OPTIONAL** (maximum of two 4000 level courses)
- ADV 4800 Creative Strategy II **OPTIONAL** (maximum of two 4000 level courses)

OPTIONAL*

- ADV 4800 Creative Strategy II
- COM 4431 Rhetoric of a Global Corporation
- MMC 4300 Diffusion of Innovations
- SPC 4540 Persuasion
- SPC 4620 Strategic Speech Making
- SPC 4360 Interviewing

*Strongly recommended for non-Communication Bachelor's degree students.

Courses taken for undergraduate credit do not count toward a graduate degree, unless the courses are in Communication at the 5000 level or above and are taken after being accepted into the BS/MS program. (There is no blanket approval to substitute courses. Any course substitutions must be approved by all members of your committee **BEFORE** substituting.)