



**FLORIDA STATE UNIVERSITY**  
**PANAMA CITY**  
 COLLEGE OF APPLIED STUDIES

**PROFESSIONAL COMMUNICATION/CORPORATE AND PUBLIC COMMUNICATION**

Bachelor of Science Degree/Master of Science Degree Combination Program

**Description:** The combined Bachelor’s/Master’s Degree Program in Communication enables academically strong students to complete BS and MS degrees at an accelerated pace. At the Panama City campus, a total of thirty-six (36) undergraduate communication course hours is required of students who wish to complete an undergraduate degree in Professional Communication. A total of thirty-three (33) hours of course work is required of students seeking a graduate degree in Corporate and Public Communication. The Combined BS/MS Degree allows up to twelve (12) credit hours of face-to-face graduate communication coursework to be dually counted toward both the BS & MS degree.

**Admission Requirements:** An undergraduate student seeking to be admitted into this program must

- 1) have reached junior status by completing fifteen (15) hours,
- 2) have an overall College GPA of at least 3.0,
- 3) have a GPA of at least 3.0 in all communication courses attempted,
- 4) have a combined score, on the Graduate Record Examination (GRE) aptitude test, of at least 300,
- 5) have advanced approval of the dean, associate dean, and instructor offering the course, prior to registration.

**Retention:** In order to remain in the accelerated program, a student must maintain an overall GPA and a communication GPA of at least 3.0.

**Timeline: Junior** – Students, at the Panama City campus, may apply for the Combined Degree Program as early as the second semester of their first year (junior status) or any semester, thereafter, during their junior or senior year.

**Junior** – When applying to the program, students must have completed fifteen (15) hours of coursework and should have taken the GRE the last semester of their junior year.

**Senior** – Complete a University and a Communication graduation check for the BS degree;

Submit Graduate Online Application to the University, including all supporting documents, e.g. application fee, GRE scores, by the University deadline. Apply for graduation with BS degree (total of 120 hours, including 12 Communication graduate hours).

**How to apply:**

To apply for the Combined BS/MS Program – FSU Panama City, please follow the process identified below:

1. Please fill out the “Combined BS/MS Program [Application Form](#).”
2. You must also fill out the form to “Take Graduate Courses” (for undergraduate students) located at the FSU Panama City Registrar’s Office.
3. Both forms must be submitted to your Panama City Committee for review and approval.
4. Your Committee will send all application materials to the College of Applied Studies (see address below):  
 College of Applied Studies, FSU Panama City, Achievement Center, Room 108, Panama City, FL 32405-1099  
 Attention: Angie Sexton, Academic Program Specialist
5. Before the Dean and Associate Dean will approve your application for the Combined Degree, the College of Applied Studies Academic Program Specialist will verify your overall GPA and junior status. This includes verification of your upper GPA and GRE (Graduate Record Examination) scores.
6. All students are required to apply to the Corporate & Public Communication Program online at the [Graduate Application](#) portal during their last semester before the university deadline.
7. After you have been accepted, you may continue taking graduate courses at the Panama City campus. The Academic Program Specialist will submit a form to request that your dual courses be transferred towards your graduate degree to the College of Applied Studies. All courses must have a grade of “B-“or higher in order for the courses to count.

Complete MS degree (total of 33 graduate hours, including the 12 hours of dual coursework).

**Approved Graduate Courses:** Students are allowed substitute up to twelve (12) hours of face-to-face graduate coursework for the same number of undergraduate elective hours. The student must satisfy all prerequisites for specific graduate courses taken. The following list of classes, from the Corporate and Public Communication Master’s Degree program offered at the Panama City campus, qualify for dual coursework (all classes are 3 credit classes):

Theory & Principles:	COM 5126	Organizational Communication Theory and Practice
	COM 6403r	Advanced Problems: Integrated Marketing Communication
	MMC 5600	Mass Communication Theory and Effects
	SPC 5545	Studies in Persuasion (3 credits)
Research and Methods	COM 5127	Assessing Organizational Communication
	COM 5316	Statistical Methods in Communication Research
Applications	COM 5526	Marketing Communication Management
	ADV 5503	Media Consumer Behavior
	COM 5469	Communication Planning and Dispute Resolution
	SPC 5442	Group Dynamics and Leadership
	SPC 6920r	Colloquium in Sp. Communication: Training & Consulting

Application Process: Students, at the Panama City campus, should meet with their academic advisor before applying to the Combined Bachelor's and Master's Degree Program. Academic advisors:

Last Name: A-G — Stan Lindsay, Ph.D., (850) 770-2262, [slindsay@pc.fsu.edu](mailto:slindsay@pc.fsu.edu)

Last Name: H-M — Mike Wallace, Ph.D., (850) 770-2246, [mwallace@pc.fsu.edu](mailto:mwallace@pc.fsu.edu)

Last Name: N-Z — Sandra Halvorson, Ph.D., (850) 770-2249, [shalvorson@pc.fsu.edu](mailto:shalvorson@pc.fsu.edu)

**SAMPLE SCHEDULE: Combined BS & MS Program**

**REQUIRED CORE UNDERGRADUATE COMMUNICATION COURSES – 24 hours**

	Course #	Course Title	Anticipated Year of Graduation	
1.	ADC 3008	Principles of Advertising	Junior Year	
2.	PUR 3000	Introduction to Public Relations	Junior Year	
3.	PUR 3100	Writing for Public Relations	Junior Year	
4.	COM 3120	Communication for Organizing	Junior Year	
5.	COM 3310	Communication Research Methods	Junior Year	
6.	SPC 4540	Persuasion	Junior Year	
7.	SPC 4360	Interviewing	Junior Year	
8.	COM 4945r	Internship	Senior Year	

Additional Communication Courses = 12 Hours

	Course #	Course Title	Anticipated Year of Graduation	
1.	SPC 3301	Interpersonal Communication	Junior Year	
2.	COM 4470	Desktop Multimedia	Junior Year	
3.	SPC 4710	Interracial/Intercultural Communication	Junior Year	
4.	MMC 4602	Mass Media and Society	Senior Year	

The above course list is an example of additional communication courses -- there are other courses that may be used as additional communication courses that are found on the Professional Communication Degree Sheet.

Required Minor Courses = 12 hours

	Course #	Course Title	Anticipated Year of Graduation	
1.		Four courses from a discipline other than communication	Senior Year	
2.				
3.				
4.				

Elective Courses = 12 Hours

	Course #	Course Title	Anticipated Year of Graduation	Dual class
1.	COM 5127	Assessing Org. Comm.	Senior Year	Dual class
2.	COM 5316	Statistical Methods	Senior Year	Dual class
3.	COM 5526	Mktg. Com. Mgt.	Senior Year	Dual class
4.	COM 5126	Org. Comm. Theory & Practice	Senior Year	Dual class

Total Undergraduate Courses 60 Hours

\* Core Class Required for the MS Degree Program

**GRADUATE COMMUNICATION COURSES**

	Course #	Course Title	Anticipated Year of Graduation	
1.	MMC 5600	Mass Comm. Theory & Effects	Graduate	
2.	ADV 5503	Media Consumer Behavior	Graduate	
3.	SPC 6920r	Colloquium in Sp. Communication: Training & Consulting	Graduate	
4.	SPC 5545	Studies in Persuasion	Graduate	
5.	SPC 5442	Group Dynamics and Leadership	Graduate	
6.	COM 5469	Com. Plan & Dispute Res.	Graduate	

Total Graduate Courses 33 hours

\* Core Class Required for the MS Degree Program

Additional Information:

- The BS will be awarded as soon as the undergraduate requirements are satisfied. When the requirements for the master's degree are met, the MS will be awarded.
- Directed Individual Study, internships, or courses given credit by examination are not eligible for dual credit.
- Grades of C- or better on graduate courses will apply towards the BS degree, but grades of B- or better must be achieved to have those courses count towards the MS degree.