This addendum contains details about specialized military tracks for three online associate’s degree programs—Game Design, Media Communications, and Sports Marketing & Media. These tracks are open to all active-duty military members, and are designed to progress at a pace that meets the needs of their schedules.

For details about all other educational offerings and to download a catalog with full details about policies and procedures, admissions requirements, and pricing, please visit http://fullsail.edu.

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Degree PROGRAMS
OVERVIEW
The Game Design curriculum is comprised of high-level game design and production courses that will take you deep into the game development pipeline. You will develop and expand your project and design skills through hands-on exercises in leadership, team management, game design, and marketing, while learning skills required to advance a career in the game production industry. In addition to strengthening these skills, the Game Design curriculum has foundational courses focusing on professional writing and mythology. This well-rounded education will help you home leadership, design, and project-management skills in preparation for advancing through the game industry.

Project and portfolio courses are threaded throughout the Game Design curriculum and are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout your academic journey. Furthermore, career-development modules are also woven throughout the curriculum that provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries. A team of Career Development professionals will be available to help you polish your interviewing skills and résumé and get you ready to enter the job market. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE
The Game Design Associate of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio in an entry-level production role. The curriculum in this program develops your project and team-management abilities, production skills, and game design knowledge. In addition, this program will give you the mathematical foundations for successful programming and game development.

Upon completion of the Game Design Associate of Science degree program, you will be prepared to qualify for entry-level industry positions in game design, game testing, interactive design, and a variety of other fields in the game and entertainment industries.
ASSOCIATE’S OBJECTIVE
Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Associate of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today’s media, share knowledge and information, and maximize audience response. You will practice proper research methods, learn the theories and practices of communication, and learn how to edit for the web. Changes in the media industry are contemplated and reflected throughout the degree program’s curriculum.

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TOTAL CREDIT HOURS: 60
TOTAL WEEKS: 176
Teams, companies, and organizations in the field of sports business are rapidly moving into social, mobile, and digital spaces while targeting opportunities to create content, control their messages, generate revenue, and create fan branding. These businesses are realizing that as the digital universe expands, they can connect with their respective clients and fan bases in a much more intimate way than has ever been possible. Because of this, the sports-business industry has a universal need for creative professionals who understand and utilize technology and are able to communicate the information derived from it.

The Sports Marketing & Media curriculum provides opportunities for you to contribute to the new demands of the evolving field of sports business, particularly from a position where digital art, design, communication, distribution, and marketing intersect. This curriculum will also provide you with a fundamental understanding of how marketing and content creation are becoming more integrated into the everyday operations of sports businesses. Furthermore, the curriculum provides practical, real-time opportunities for you to create, distribute, and market content, and includes topics such as social-media marketing, sports-business models, mobile technology, sports sales and sponsorships, intellectual property, and cultural studies. This collaborative, project-based curriculum culminates with you creating and producing a targeted sports-business marketing campaign for a self-selected company such as a team, league, university, or marketer.

The Sports Marketing & Media curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE

The objective of the Sports Marketing & Media Associate of Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagement—communication, revenue generation, event operations, marketing, and business development—with the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms.

Completing the Sports Marketing & Media Associate of Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as marketing coordinator, marketing analyst, marketing specialist, branding associate, and many others.

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TOTAL CREDIT HOURS: 60
TOTAL WEEKS: 176
Aesthetics and Theory of Communications

To understand the role of art and aesthetics in the evolving media landscape, students will examine the history and theory of art and aesthetics, focusing on the role of art in shaping human experience.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: AGS2321

Art History

The study of past developments, presents a unique opportunity for students to gain a deeper understanding of the role of art and aesthetics in human experience.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: AGS2321

Business in the Entertainment and Media Industries

The business of entertainment and media is a dynamic and innovative field, offering a wide range of career opportunities for students with diverse interests and skills.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: BMX1010

Business Law

The study of business law provides students with a foundation in the principles and practices that govern the legal relationships of businesses and individuals.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MGF1123

College Mathematics†

The goal of this course is to provide students with a solid foundation in the fundamental concepts of mathematics, focusing on the development of critical thinking and problem-solving skills.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: COL1011

Creative Presentation

The course teaches students how to design and deliver effective presentations, focusing on the principles of audience analysis, research, content development, and delivery techniques.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MAI1050

Discrete Mathematics

The course covers the fundamental concepts of discrete mathematics, including set theory, logic, and combinatorics, providing a solid foundation for further study in computer science and related fields.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MAI2300

Digital Video and Audio Production

The course aims to teach students how to produce high-quality video and audio content for a variety of platforms, including television, film, and the internet.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

English Composition 1†

The course is designed to help students develop effective writing skills, focusing on the principles of grammar, style, and the creation of cohesive paragraphs.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: ENC1101

Financial Accounting

The course covers the principles of financial accounting, focusing on the preparation of financial statements and the use of accounting information in decision-making.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MBA2300

Game Design I

The course aims to teach students the fundamental concepts of game design, focusing on the principles of level design, character design, and narrative development.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1221

Game Design II

The course aims to teach students how to design and develop complex game environments, focusing on the principles of level design, character design, and narrative development.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1222

Game Design III

The course aims to teach students how to design and develop complex game environments, focusing on the principles of level design, character design, and narrative development.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1223

Game Design IV

The course aims to teach students how to design and develop complex game environments, focusing on the principles of level design, character design, and narrative development.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1224

Graphic Design

The course aims to teach students how to design and develop compelling visual communication, focusing on the principles of visual design, typography, and color theory.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GGX1212

History of Art

The course aims to teach students how to understand and engage with the history of art, focusing on the principles of art history, criticism, and interpretation.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: HST4100

Information Management

The course aims to teach students how to manage and analyze large datasets, focusing on the principles of data analysis, data visualization, and data-driven decision-making.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Physics of the Web

The course aims to teach students how to understand the physics of the web, focusing on the principles of network theory, data transmission, and web evolution.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Physical Science†

The course aims to teach students how to understand the basic concepts of physical science, focusing on the principles of mechanics, heat, electricity, and magnetism.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Principles of Marketing

The course aims to teach students how to understand the principles of marketing, focusing on the principles of consumer behavior, market analysis, and marketing strategy.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MKT2418

Psychological Aspects of Design

The course aims to teach students how to understand the psychological aspects of design, focusing on the principles of human-computer interaction, user-centered design, and design thinking.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: PSY1205

Quantitative Reasoning

The course aims to teach students how to apply quantitative reasoning in decision-making, focusing on the principles of statistics, probability, and data analysis.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Research Methods in Psychology

The course aims to teach students how to conduct psychological research, focusing on the principles of research design, data collection, and statistical analysis.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: PSY1205

Social Science

The course aims to teach students how to understand the social sciences, focusing on the principles of sociology, psychology, and political science.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Technology and Society

The course aims to teach students how to understand the impact of technology on society, focusing on the principles of technology diffusion, technology adoption, and technology policy.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Theoretical Computer Science

The course aims to teach students how to understand the theoretical foundations of computer science, focusing on the principles of algorithms, data structures, and computational complexity.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: MCM3155

Web Development

The course aims to teach students how to develop and maintain web applications, focusing on the principles of HTML, CSS, and JavaScript.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1220

Web Design

The course aims to teach students how to develop and maintain web applications, focusing on the principles of HTML, CSS, and JavaScript.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1221

Web Design II

The course aims to teach students how to develop and maintain web applications, focusing on the principles of HTML, CSS, and JavaScript.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1222

Web Design III

The course aims to teach students how to develop and maintain web applications, focusing on the principles of HTML, CSS, and JavaScript.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1223

Web Design IV

The course aims to teach students how to develop and maintain web applications, focusing on the principles of HTML, CSS, and JavaScript.

Course length: 8 weeks

Total credit hours: 4.0

Course Code: GDN1224
The Introduction to Marketing course provides students with an understanding of the role of marketing within organizations and the broader context of society. Students will learn about the different functions of marketing, including understanding the role of marketing in creating customer value and satisfaction. The course covers the mission of marketing, the marketing process, and the role of marketing in society. Students will also learn about the various tools and techniques used in marketing, including market research, segmentation, targeting, and positioning. Throughout the course, students will be introduced to key concepts and principles that are essential for understanding marketing in the modern world. By the end of the course, students should be able to identify and analyze marketing opportunities, and develop effective marketing strategies to achieve business objectives.
DEP1013 Psychology of Play
In the Psychology of Play course, students will explore how the field of psychology values the concept of play as a mechanism that allows individuals to develop cognitive strategies to accomplish life goals. Students will examine how the action of play impacts the brain, develops critical thinking skills, and strengthens the ability to collaborate with others in social and professional settings. By exploring how the field of psychology values the concept of play, students will learn about the value of play and how to apply techniques of play in developing creative strategies to complete creative, professional, and social tasks. This course enables students to utilize perspectives in psychology to examine how play relates to their life, education, and chosen creative field.

Total credit hours: 3.0
Course length: 8 weeks

MCM2651 Research in Media Communications
The Research in Media Communications course introduces students to the theories and practices used for research in media communications. Students will compare research methodologies and communication theories while learning to differentiate between topics of study. Students will conduct qualitative and quantitative research through the development of basic data-gathering tools, literature review creation, and analysis, and data visualization. Students will also be introduced to basic search engine optimization (SEO) methods, using analytics and data analysis to drive decisions that maximize audience and customer engagement.

Total credit hours: 4.0
Course length: 8 weeks

STA3026 Statistics
The Statistics course provides students with an introduction to basic statistics. Students will learn data collection methods, organization of data, descriptive analysis, and visual representation of data. Students will also examine techniques and sampling methods, sample distributions, and hypothesis testing. Students will apply concepts associated with statistics and probability to make informed decisions. The course culminates with students presenting a small-scale research study. Students will use Microsoft Excel to organize, analyze, and present data.

Total credit hours: 4.0
Course length: 8 weeks

VEM1000 Visual Arts in the Entertainment and Media Industries
The Visual Arts in the Entertainment and Media Industries course examines the various industries that utilize visual storytelling, including film, digital cinematography, creative writing, and media communications. The course familiarizes students with the different types of visual art forms, genres, storytelling styles, and organizational structures that each discipline utilizes, as well as how formatting of visual art might be reimagined for transmedia impact. Students will also build a firm understanding of the various roles artists can play in the visual arts industries in order to have an advantage right after in their prospective careers.

Total credit hours: 3.0
Course length: 8 weeks
All Section 504 and ADA complaints, excluding those filed against the Director of Student Affairs, should be addressed to: Deborah Mills, Director of Student Affairs, 3300 University Boulevard, Winter Park, FL 32792. All Section 504 and ADA complaints filed against the Director of Student Affairs should be addressed to: Garry Jones, President, 3300 University Boulevard, Winter Park, FL 32792.

All Title IX complaints should be addressed to: Shayne Cade, Director of Compliance and Title IX Coordinator, 3300 University Boulevard, Winter Park, FL 32792. For more information on Title IX and to request a copy of the Title IX complaint form, students should visit www.fullsail.edu/title-ix.
Full Sail University
3300 University Boulevard
Winter Park, FL 32792-7429

Local/International: 407.679.6333
Toll Free: 800.226.7625

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