

# MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY MINOR

The Media Production, Management, and Technology Minor (MPMT) offers exciting careers in media and entertainment. The MPMT minor helps students broaden their expertise in video production, media management and/or media sociology.

## About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Credits:** 15
- **Contact:** 1060 Weimer Hall (<http://campusmap.ufl.edu/?loc=0030>)

## Department Information

The Department of Public Relations provides exemplary leadership, education, and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals.

**Website** (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/public-relations/>)

## CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0030>)

## Curriculum

- Combination Degrees
- Media Production, Management, and Technology Minor
- Public Relations
- Public Relations Minor
- Public Relations UF Online

*This minor is open to all UF undergraduates. A minimum of nine credits must be taken at UF.*

## Required Courses

Code	Title	Credits
JOU 3002 or MMC 3420	Understanding Audiences Consumer and Audience Analytics	3
RTV 3001	Introduction to Media Industries and Professions	3
Select three:		9
MMC 3420	Consumer and Audience Analytics	
RTV 2XXX	Concepts in Visual Storytelling	
RTV 2100	Writing for Electronic Media	
RTV 3511	Fundamentals of Production	
RTV 4500	Content Acquisition, Distribution, and Strategy	
RTV 4506	Media Research	
RTV 4590	Digital Games in Communications	
RTV 4591	Applications of Mobile Technology	
RTV 4800	Media Management and Strategy	
RTV 4930	Special Study in Media Production, Management, and Technology (Media User Experience)	

**Total Credits**

**15**