

MEDIA MANAGEMENT AND TECHNOLOGY

The Department of Media Production, Management, and Technology consistently ranks among the top five in the United States and is accredited by the Accrediting Council for Education in Journalism and Mass Communication.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Degree:** Bachelor of Science in Media Production, Management, and Technology
- **Specializations:** Digital Film and Television Production (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE04/) | Media Management and Technology (p. 1)
- **Credits for Degree:** 120
- **Contact**

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Media Production, Management, and Technology program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/telecommunication-main-2/>)

CONTACT

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GAINESVILLE FL 32611-8400
Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology
- Media Production, Management, and Technology | Media and Society UF Online

This interdisciplinary specialization prepares students for dynamic roles at the intersection of media, technology, and society with an emphasis of strategic management. Delve into the theories, methods, and techniques essential for producing, managing, and distributing audio, video, and digital content. Graduates will be prepared to contribute to media organizations, political campaigns, business, education, and government, or pursue advanced studies in communication and related fields.

Coursework

In addition to these courses, a 9-credit-hour outside concentration composed of 3000-level or above courses is required.

Code	Title	Credits
Required Core Coursework		
ENC 3252 or ENC 2256	Writing for Strategic Communication ¹ Writing in the Disciplines	3
MMC 1009	Introduction to Media and Communications ¹	1
MMC 4302 or RTV 3411	World Communication Systems Race, Gender, Class and the Media	3
RTV 2100	Media Writing ¹	3
RTV 2405	Media and Society	2
RTV 3001	Introduction to Media Industries and Professions ¹	3
RTV 3002	Understanding Audiences ¹	3
RTV 3432 or MMC 3203	Ethics and Problems in Media ¹ Ethics and Problems in Mass Communications	3
RTV 4700 or MMC 4200	Media Law and Policy Law of Mass Communication	3
VIC 3001 or RTV 2517	Sight, Sound and Motion ¹ Concepts in Visual Storytelling	3
Professionalism Block		
MMC 3030	Personal Branding for Communicators	1

or MMC 3254	Media Entrepreneurship	
Select one:		1
ADV 3943	The Agency Immersion	
JOU 4201	News Center Practicum	
PUR 3943	The Agency Immersion	
RTV 3945	Media Immersion Experience	
RTV 4940	Media Internship	
Media Technology Block (select three):		9
MMC 3260	Communications on the Internet	
or MMC 3630	Social Media and Society	
RTV 3443	Media User Experience	
RTV 4590	Digital Games in Communications	
RTV 4591	Applications of Mobile Technology	
Media Management Block		9
MMC 3420	Consumer and Audience Analytics	
or RTV 4506	Applied Media Research	
RTV 4500	Content Acquisition, Distribution, and Strategy	
RTV 4800	Media Management and Strategy ¹	
Professional Electives		
Students may take any other 3000-level or above courses in the College of Journalism and Communications to count as electives. Students are encouraged to work with faculty members and/or advisers to construct electives that best meet career goals.		6
Total Credits		53

¹ Minimum grade of C required

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

SEMESTER 1

- Complete 1 of 10 critical-tracking courses: MMC 1009, ENC 1102, ECO 2013, STA 2023, RTV 2100, RTV 3001, VIC 3001 or RTV 2517, RTV 3002, MMC 3420 or RTV 4506, RTV 4500
- 2.0 GPA on all work at all institutions

SEMESTER 2

- Complete an additional 2 critical-tracking courses of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 3

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 4

- Complete two additional critical-tracking courses of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 5

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 6

- Complete an additional critical-tracking course of the list of 10 above
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 7

- Complete an additional 2 critical-tracking courses of the list of 10 above
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 8

- Complete RTV 4800
- 2.0 UF GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the *Critical Tracking* criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
ENC 1101	Expository and Argumentative Writing (State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking) ¹	1
STA 2023	Introduction to Statistics 1 (Critical Tracking ; State Core Gen Ed Mathematics) ¹	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
Credits		16
Semester Two		
ECO 2013	Principles of Macroeconomics (Critical Tracking)	4
ENC 1102	Argument and Persuasion (Critical Tracking ; Gen Ed Composition; recommended elective) ¹	3
MUL 2010	Experiencing Music (State Core Gen Ed Humanities with International (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
Gen Ed Mathematics ¹		3
Credits		13
Semester Three		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
ENG 2300	Film Analysis (Critical Tracking ; Gen Ed Composition; Gen Ed Humanities) ¹	4
RTV 2100	Media Writing ¹	3
Select one:		3
THE 2000	Theatre Appreciation (Gen Ed Humanities)	
ARH 2000	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities)	
Foreign language or Quantitative option ¹		3
Credits		16
Semester Four		
POS 2041	American Federal Government (Gen Ed Social and Behavioral Sciences) ¹	3
RTV 2517	Concepts in Visual Storytelling (Critical Tracking) ¹	3
RTV 3001	Introduction to Media Industries and Professions (Critical Tracking) ¹	3
SPC 2608	Introduction to Public Speaking ¹	3
or ORI 2000	or Oral Performance of Literature ¹	
Select first Foundations of Production Course:		2
RTV 2XXX	Digital Video Operations and Optics ¹	

RTV 2XXX	Video Editing for Storytellers ¹	
	Credits	14
Semester Five		
PUR 3000 or ADV 3008	Principles of Public Relations or Principles of Advertising	3
Select second Foundations of Production Course (Critical Tracking):		2
RTV 2XXX	Digital Video Operations and Optics ¹	
RTV 2XXX	Video Editing for Storytellers ¹	
RTV 3101	Fiction/Nonfiction Screenwriting (Critical Tracking) ¹	3
SYG 2000 or PSY 2012	Introduction to Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Foreign language or Quantitative option ¹		3
	Credits	14
Semester Six		
RTV 3432	Ethics and Problems in Media ¹	3
Select third Foundations of Production Course:		2
RTV 3311	Sound Recording and Design ¹	
RTV 3XXX	Lighting for Film and Video ¹	
RTV 3511	Fundamentals of Production (Critical Tracking)	3
RTV 4500	Content Acquisition, Distribution, and Strategy	3
Electives		5
	Credits	16
Semester Seven		
RTV 3320	Single-Camera Production (Critical Tracking) ¹	3
Select one capstone prep course (Critical Tracking): ¹		2
RTV 3577	Visual Effects and Compositing	
RTV 3108	Screen Writing and Film Producing	
RTV 3330	Documentary Prep	
RTV 3516	Production Capstone Prep (special topics)	
RTV 3581	Cinematography	
RTV 3XXX	Branded Content Strategy and Planning	
RTV 3XXX	Sports Content Strategy and Planning	
RTV 3XXX	Film Set Workflows and Operations	
Professional Elective		3
Electives		8
	Credits	16
Semester Eight		
RTV 4700	Media Law and Policy	3
RTV 4929C	Senior Advanced Production Workshop (Critical Tracking) ¹	4
Professional electives		5
Elective		3
	Credits	15
	Total Credits	120

¹ Minimum grade of C required.

Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval, and a letter from the internship supervisor outlining duties and contact information. More information about internship credit is available on the department's website.