

MEDIA PRODUCTION, 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 (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/MMT_BSMP04/)
- **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

Specializations

Digital Film and Television Production

Prepares students for careers in program creation, writing and the creative applications of video and audio technology.

Media Management and Technology

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.

Academic Learning Compact

The major in Media Production, Management, and Technology, which includes specializations in Management and Strategy, Media and Society, and Digital Film and Television Production, prepares students to understand the means of communicating with diverse audiences and to use the tools of information gathering and storytelling to communicate with those audiences through electronic media such as video, audio, and interactive technologies. Through study and practical application, students gain knowledge of the history, norms and legal and ethical milieu of the telecommunication professions. Students learn to locate and use reference tools and to demonstrate the ability to communicate independent, critical perspectives.

Before Graduating Students Must

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by faculty members and/or professionals in each specialty.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes | SLOs

Content

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity.
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions.

Critical Thinking

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.
5. Produce appropriate output that demonstrates creativity and critical thinking, independently or collaboratively.

Communication

6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
All Specializations						
RTV 2100	I	I	I	I	I	I
RTV 3001	I	I	I	I		
RTV 3101	R	R	R	R	R	R
RTV 3280		R		R		
RTV 3303	I	I	I	I		I
RTV 3305	R	R	R	R	R	R
RTV 3320	R	R	R	R	R	R
RTV 3405		I		I		
RTV 4301	R		R		R	R
RTV 4432		R, A		R, A		
RTV 4500	R	R	R	R	R	R
RTV 4506	R	R	R	R	R	R
RTV 4700		R		R	R	
Management Specialization						
RTV 4800	R, A		R, A		R, A	R, A
Media and Society Specialization						
RTV 4905	R, A		R, A		R, A	R, A
Digital Film and Television Production Specialization						
RTV 4929C	R, A		R, A		R, A	R, A

Assessment Types

- Policy memo and exam in addition to:
 - **Management:** written and oral presentation of a strategic plan developed for a client
 - **Media and Society:** written final project
 - **Digital Film and Television Production:** final video project