

TELECOMMUNICATION

The Department of Telecommunication 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 Telecommunication
- **Specializations:** Digital Film and Television Production (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE04/) | Management and Strategy (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE01/) | Media and Society (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE02/)
- **Credits for Degree:** 124
- **Contact**

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

Department Information

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

Curriculum

- Combination Degrees
- Telecommunication
- Telecommunication | 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.

Management and Strategy

Prepares students to enter the profession through positions in audience research analytics, sales, and marketing and promotion. Focuses on the theories, methods and techniques used to play, produce and distribute audio and video programs and messages; personnel and facilities management; marketing and distribution; media regulations, law and policy; and principles of broadcast technology.

Media and Society

Prepares individuals to work in media organizations and those organizations that use electronic media, social media, and emerging technologies such as political campaigns, government, education, and

business. The specialization allows for several combinations of courses to fulfill degree requirements.

Students can also use the communication skills they acquire to pursue graduate degrees. Students majoring in telecommunication participate in the university's six broadcast stations, other on campus facilities such as the Gator Network and elective internships throughout the world.

Academic Learning Compact

The major in telecommunication, which includes specializations in management, 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
RTV 3305	R	R	R	R	R
RTV 3320	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
RTV 4506	R	R	R	R	R
RTV 4700	R		R	R	

Management**Specialization**

RTV 4800	R, A	R, A	R, A	R, A	
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Media**and****Society****Specialization**

RTV 4905	R, A	R, A	R, A	R, A	
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Digital**Film and****Television****Production****Specialization**

RTV 4929	R, A	R, A	R, A	R, A	
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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