

# MANAGEMENT AND STRATEGY

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/](http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE04/)) | Management and Strategy (p. 1) | Media and Society ([http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL\\_BSTE/TEL\\_BSTE02/](http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE02/))
- **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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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.

### 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.

## Management and Strategy

### Coursework

Code	Title	Credits
<b>Required Core Coursework</b>		
ADV 3008	Principles of Advertising	3
ENC 3254	Professional Writing in the Discipline <sup>1</sup>	3
JOU 3002	Understanding Audiences	3
MMC 1009	Introduction to Media and Communications <sup>1</sup>	1
MMC 2121	Writing Fundamentals for Communicators <sup>1</sup>	3

MMC 3203 or RTV 3432	Ethics and Problems in Mass Communications <sup>1</sup> Ethics and Problems in Media	3
RTV 2100	Writing for Electronic Media <sup>1</sup>	3
RTV 3001	Introduction to Media Industries and Professions	3
RTV 3405	Media and Society	3
RTV 4500	Content Acquisition, Distribution, and Strategy	3
RTV 4506 or MMC 3420	Media Research Consumer and Audience Analytics	3
RTV 4700	Media Law and Policy	3
RTV 4800	Media Management and Strategy (Spring Only)	3
VIC 3001	Sight, Sound and Motion <sup>1</sup>	3
MMC 4302 or RTV 3411	World Communication Systems Race, Gender, Class and the Media	3
<i>Operations Block</i>		
Select two: <sup>2</sup>		6
MMC 3420	Consumer and Audience Analytics	
RTV 4420	New Media Systems <sup>1</sup>	
RTV 4506	Media Research (Fall Only) <sup>1</sup>	
RTV 4590	Digital Games in Communications	
RTV 4591	Applications of Mobile Technology	
RTV 4910	Media Undergraduate Research (with approval)	
RTV 4930	Special Study in Media Production, Management, and Technology (with approval)	
<b>Electives</b>		
Electives inside college		5
<b>Total Credits</b>		<b>54</b>

<sup>1</sup> Minimum grade of C required

<sup>2</sup> Courses cannot be used to fulfill other requirements

## 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 (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

## Semester 1

- Complete critical-tracking course STA 2023 or ENC 1101
- 2.0 GPA on all work at all institutions

## Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC 2100 can be substituted for RTV 2100), RTV 3001
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 5

- Complete all critical-tracking courses

## Semester 6

- Complete RTV 4500
- 2.0 UF GPA required

## Semester 7

- Complete MMC 3420 or RTV 4506
- Complete RTV 4700
- 2.0 UF GPA required

## Semester 8

- Complete RTV 3432 or MMC 3203
- Complete RTV 4800
- 2.0 UF GPA required

### 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
<b>Semester One</b>		
Quest 1 (Gen Ed Humanities)		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ))	3
ENC 1101	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
STA 2023	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) <sup>1</sup>	3
State Core Gen Ed Physical or Biological Sciences <sup>1</sup>		3
	<b>Credits</b>	<b>15</b>
<b>Semester Two</b>		
ECO 2013	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
MUL 2010	Experiencing Music (State Core Gen Ed Humanities with International ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ))	3
Select one:		3
THE 2000	Theatre Appreciation (Gen Ed Humanities with Diversity)	
ARH 2000	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
ENC 1102	Argument and Persuasion (Gen Ed Composition; recommended elective) <sup>1</sup>	3
Gen Ed Mathematics <sup>1</sup>		3
	<b>Credits</b>	<b>16</b>
<b>Semester Three</b>		
Quest 2 (Gen Ed Physical or Biological Sciences)		3
ENC 3254	Professional Writing in the Discipline <sup>1</sup>	3
MMC 1009	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
MMC 2121	Writing Fundamentals for Communicators <sup>1</sup>	3
RTV 3001	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) <sup>1</sup>	3
Foreign language or Quantitative option <sup>1</sup>		3
	<b>Credits</b>	<b>16</b>
<b>Semester Four</b>		
POS 2041	American Federal Government (Gen Ed Social and Behavioral Sciences)	3
RTV 2100	Writing for Electronic Media ( <b>Critical Tracking</b> ) <sup>1,2</sup>	3
SPC 2608	Introduction to Public Speaking <sup>1</sup>	3
or ORI 2000	or Oral Performance of Literature 1	
VIC 3001	Sight, Sound and Motion <sup>1</sup>	3
Foreign language or Quantitative option <sup>1</sup>		3
	<b>Credits</b>	<b>15</b>
<b>Semester Five</b>		
JOU 3002	Understanding Audiences	3
ADV 3008	Principles of Advertising	3

RTV 3405	Media and Society	3
Business outside concentration course		4
Elective (outside college)		3
<b>Credits</b>		<b>16</b>
<b>Semester Six</b>		
MMC 4302 or RTV 3411	World Communication Systems or Race, Gender, Class and the Media	3
RTV 4500	Content Acquisition, Distribution, and Strategy ( <b>Critical Tracking</b> )	3
SYG 2000 or PSY 2012	Principles of Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Operations block course 1 <sup>1</sup>		3
Electives (inside college)		3
<b>Credits</b>		<b>15</b>
<b>Semester Seven</b>		
RTV 4506 or MMC 3420	Media Research ( <b>Critical Tracking</b> ) or Consumer and Audience Analytics	3
RTV 4700	Media Law and Policy ( <b>Critical Tracking</b> )	3
Business outside concentration course		4
Elective (outside college)		2
Operations block course 2 <sup>1</sup>		3
<b>Credits</b>		<b>15</b>
<b>Semester Eight</b>		
MMC 3203 or RTV 3432	Ethics and Problems in Mass Communications ( <b>Critical Tracking</b> ) or Ethics and Problems in Media	3
RTV 4800	Media Management and Strategy ( <b>Critical Tracking</b> )	3
Business outside concentration course		4
Elective (inside college)		2
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Minimum grade of C required

<sup>2</sup> MMC 2100 or JOU 3109C is accepted in lieu of RTV 2100

*For semesters 7-8, students must complete two professional courses.*

*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. Internship application forms, information, and policies are available on the Department of Telecommunication website.*

## 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
<b>All Specializations</b>						
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	
<b>Management Specialization</b>						
RTV 4800	R, A		R, A		R, A	R, A
<b>Media and Society Specialization</b>						
RTV 4905	R, A		R, A		R, A	R, A
<b>Digital Film and Television Production Specialization</b>						
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