

MEDIA AND SOCIETY

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/) | Management and Strategy (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/TEL_BSTE/TEL_BSTE01/) | Media and Society (p. 1)
- **Credits for Degree:** 124
- **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/>)

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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.

Media and Society

Coursework

Code	Title	Credits
Required Core Coursework		
ENC 3252	Writing for Strategic Communication ¹	3
MMC 1009	Introduction to Media and Communications ¹	1
MMC 2121	Writing Fundamentals for Communicators ¹	3
MMC 3203	Ethics and Problems in Mass Communications ¹	3
or RTV 4432	Ethics and Problems in Telecommunication	
MMC 4302	World Communication Systems	3
or RTV 3411	Race, Gender, Class and the Media	
RTV 2100	Writing for Electronic Media ¹	3
RTV 3001	Introduction to Media Industries and Professions ¹	3
RTV 3405	Media and Society	3
RTV 4420	New Media Systems	3
RTV 4700	Telecommunication Law and Regulation	3
or MMC 4200	Law of Mass Communication	
VIC 3001	Sight, Sound and Motion ¹	4
Professional electives		8
Specialization Blocks		
Select 9 credits from one specialization block and 6 credits from a different block		15
<i>Digital Media Block</i>		
MMC 3260	Communications on the Internet	
MMC 3630	Social Media and Society	
PUR 3622	Social Media Management	
RTV 4591	Applications of Mobile Technology	
<i>Multicultural and Global Communications Block</i>		
ADV 3008	Principles of Advertising	
or PUR 3000	Principles of Public Relations	
ADV 4400	International and Cross Cultural Advertising	
MMC 4302	World Communication Systems	
PUR 4404C	International Public Relations	
RTV 3411	Race, Gender, Class and the Media	
<i>Applications of Communication Block</i>		
MMC 3420	Consumer and Audience Analytics	
MMC 3614	Media and Politics	
MMC 3703	Sports Media and Society	
RTV 4500	Telecommunication Programming	
Total Credits		55

¹ Minimum grade of C required

² These courses cannot be used to meet other requirements

Students may substitute a 12-credit combination degree program for one block.

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 (<http://www.flvc.org/cpp/displayRecord.jsp?cip=090701&track=01>) 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
- 2.5 GPA on all work at all institutions

Semester 3

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

Semester 4

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

Semester 5

- Complete all critical-tracking courses

SEMESTER 6

- Complete Specialization Block Courses (6 Credits)
- 2.0 UF GPA required

SEMESTER 7

- Complete RTV 4700 or MMC 4200
- 2.0 UF GPA required

SEMESTER 8

- Complete RTV 4420
- 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
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 (Critical Tracking ; State Core Gen Ed Composition) ¹	3
STA 2023	Introduction to Statistics 1 (Critical Tracking ; State Core Gen Ed Mathematics) ¹	3
State Core Gen Ed Physical or Biological Sciences ¹		3
Credits		15
Semester Two		
ECO 2013	Principles of Macroeconomics (Critical Tracking)	4
MUL 2010	Experiencing Music (State Core Gen Ed Humanities with International (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	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) ¹	3
Gen Ed Mathematics ¹		3
Credits		16
Semester Three		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
ENC 3254	Professional Writing in the Discipline ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking) ¹	1
MMC 2121	Writing Fundamentals for Communicators ¹	3
RTV 3001	Introduction to Media Industries and Professions (Critical Tracking) ¹	3
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 2100	Writing for Electronic Media (Critical Tracking) ^{1,2}	3
SPC 2608 or ORI 2000	Introduction to Public Speaking ¹ or Oral Performance of Literature ¹	3
VIC 3001	Sight, Sound and Motion ¹	4
Foreign language or Quantitative option ¹		3
Credits		16
Semester Five		
MMC 4302 or RTV 3411	World Communication Systems or Race, Gender, Class and the Media	3
RTV 3405	Media and Society	3
SYG 2000 or PSY 2012	Principles of Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Outside concentration course		3
Specialization block courses		3

Quantitative option or general elective	2
Credits	17
Semester Six	
2 specialization block courses (Critical Tracking)	6
Outside concentration course	3
Electives (inside college)	6
Credits	15
Semester Seven	
MMC 3203 Ethics and Problems in Mass Communications ¹ or RTV 4432 or Ethics and Problems in Telecommunication	3
RTV 4700 Telecommunication Law and Regulation or MMC 4200 (Critical Tracking) or Law of Mass Communication	3
2 specialization block courses	6
Elective (inside college)	1
Outside concentration course	3
Credits	16
Semester Eight	
AMH 2010 United States to 1877	3
Select one:	3
POS 2112 American State and Local Government	
CPO 2001 Comparative Politics	
INR 2001 Introduction to International Relations	
RTV 4420 New Media Systems (Critical Tracking)	3
Outside concentration course	3
Elective (inside college)	1
Credits	13
Total Credits	124

¹ Minimum grade of C required.

² MMC 2100 or JOU 3109C is accepted in lieu of RTV 2100.

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

Specialization Block Electives

Select 9 credits from one specialization block and 6 credits from a different block

Digital Media Block

Code	Title	Credits
MMC 3260	Communications on the Internet	3
MMC 3630	Social Media and Society	3
PUR 3622	Social Media Management	3
RTV 4591	Applications of Mobile Technology	3

Multicultural and Global Communications Block

Code	Title	Credits
ADV 3008 or PUR 3000	Principles of Advertising Principles of Public Relations	3
ADV 4400	International and Cross Cultural Advertising	3
MMC 4302	World Communication Systems	3
PUR 4404C	International Public Relations	3

Applications of Communication Block

Code	Title	Credits
MMC 3420	Consumer and Audience Analytics	3
MMC 3614	Media and Politics	3
MMC 3703	Sports Media and Society	3
RTV 4500	Telecommunication Programming	3

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