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
• Degree: Bachelor of Science in Telecommunication
• Credits for Degree: 124

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

Telecommunication: Media and Society 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. It prepares individuals to work in media organizations and those organizations that use electronic media, such as political campaigns, government, education and business.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>MMC 1009</td>
<td>Introduction to Media and Communications 1</td>
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<td>MMC 2121</td>
<td>Writing Fundamentals for Communicators 1</td>
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<td>RTV 2100</td>
<td>Writing for Electronic Media 1</td>
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<td>RTV 3001</td>
<td>Introduction to Media Industries and Professions 1</td>
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<td>RTV 4432</td>
<td>Ethics and Problems in Telecommunication 1</td>
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<td>RTV 4700</td>
<td>Telecommunication Law and Regulation 1</td>
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<td>Individual Projects in Telecommunication 1</td>
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<td>VIC 3001</td>
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<td>Select 12 credits (see Model Semester tab)</td>
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Total Credits 47

Related Telecommunication Programs
• Bachelor of Science in Telecommunication

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
• 2.0 GPA on all work at all institutions

Semester 2
• Complete 2 of 6 critical-tracking courses: AMH 2020, ECO 2013, POS 2041, RTV 2100 (MMC 2100 can be substituted for RTV 2100), RTV 3001 and an approved English elective
• 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

Model Semester Plan
To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<td>Semester One</td>
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<td>AMH 2020</td>
<td>United States Since 1877 (Critical Tracking; State Core Gen Ed Social and Behavioral Sciences)</td>
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<td>ENC 1101</td>
<td>Expository and Argumentative Writing (State Core Gen Ed Composition) 1</td>
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<td>IUF 1000</td>
<td>What is the Good Life (Gen Ed Humanities)</td>
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<td>State Core Gen Ed Physical or Behavioral Sciences 1</td>
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Credits 12

Semester Two
• Principles of Macroeconomics (Critical Tracking)

State Core Gen Ed Humanities with International 3
Elective (inside college) 3
Select one English elective (Critical Tracking; Gen Ed Composition): 1

ENC 1102 | Argument and Persuasion                                  | 3       |

Credits 4
Outside concentration course
Select one:

AMH 2010 Semester Eight
Specialization elective

RTV 4700 Semester Seven
Specialization elective

Select one:

Semester Six
Specialization elective

RTV 3405 Semester Five
Specialization elective

Select one:

Semester Four
Specialization elective

POS 2041 Semester Three
Specialization elective

Outside concentration course
Select one:

Gen Ed Mathematics 1 3
Credits 16

Semester Three
MMC 1009 Introduction to Media and Communications 1 1
MMC 2121 Writing Fundamentals for Communicators 1 3
RTV 3001 Introduction to Media Industries and Professions (Critical Tracking) 1
English elective 1 or quantitative option 3
Foreign language 1 or quantitative option 3
Gen Ed Physical or Biological Sciences 1 3
Credits 16

RTV 2100 or MMC 2100 Writing for Electronic Media (Critical Tracking) 1 3
ORI 2000 or SPC 2608 Oral Performance of Literature 1 1
VIC 3001 Sight, Sound and Motion 1
Foreign language 1 or quantitative option 3
Credits 16

PSY 2012 General Psychology 3
SYG 2000 Principles of Sociology (Gen Ed Social and Behavioral Sciences)
RTV 3405 Media and Society 3
Media and society block course 3
Outside concentration course 3
Quantitative option or general elective 2
Specialization elective 3
Credits 17

Semester Six
Electives (inside college) 4
Media and society block course 3
Outside concentration course 3
Specialization elective 3
Credits 13

Semester Seven
Select one:

MMC 3203 Ethics and Problems in Mass Communications 1 3
RTV 4432 Ethics and Problems in Telecommunication 1
RTV 4700 Telecommunication Law and Regulation or MMC 4200 Law of Mass Communication 3
Media and society block course 3
Outside concentration course 3
Specialization elective 3
Credits 15

Semester Eight
AMH 2010 United States to 1877 3
Select one:

POS 2112 American State and Local Government 3
CPO 2001 Comparative Politics 3
INR 2001 Introduction to International Relations 3
Select one:

RTV 4905 Individual Projects in Telecommunication Thesis
Outside concentration course 3

Specialization Electives: 12 credits required
These courses cannot be used to meet other requirements
Code Title Credits
ADV 3008 Principles of Advertising 3
ADV 4400 International and Cross Cultural Advertising 3
JOU 4302 3
MMC 3260 Communications on the Internet 3
RTV 3106 Writing and Reporting for Interactive Media 3
MM 4200 Law of Mass Communication 3
PUR 4404C International Public Relations 3
RTV 4420 New Media Systems 3
RTV 4500 Telecommunication Programming 3
RTV 4506 Telecommunication Research 3
RTV 4700 Telecommunication Law and Regulation 3
RTV 4930 Special Study in Telecommunication 1-3

Academic Learning Compact
The major in telecommunication, which includes specializations in management, media and society, news and 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_

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<th>Courses</th>
<th>SLO 1</th>
<th>SLO 2</th>
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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
- **News:** portfolio of two radio or television news stories produced in RTV 3304
- **Production:** final video project