

# JOURNALISM AND COMMUNICATIONS, COLLEGE OF

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With a focus on accuracy, fairness, truth, and diversity, preparing leaders in digital and traditional communication fields, the College of Journalism and Communications has consistently been ranked among the top 10 communication programs in the nation and has a long tradition of producing award-winning students. The College of Journalism and Communications prepares students for a career that emphasizes ethical principles and responsible communication in the digital age.

## Contact

2096 Weimer Hall  
 P.O. Box 118400  
 University of Florida  
 Gainesville, FL 32611-8400  
 352.392.0466

Map (<http://campusmap.ufl.edu/?loc=0030>) More Info (<http://www.jou.ufl.edu/>)

### Academic Advising

1060 Weimer Hall  
 352.392.1124  
 Email ([advising@jou.ufl.edu](mailto:advising@jou.ufl.edu))

## Established

1925

The University of Florida College of Journalism and Communications is driving innovation and engagement across the disciplines of advertising, journalism, public relations, and media production, management, and technology. The strength of its programs, faculty, students and alumni – in research and in practice – has earned the college ongoing recognition as one of the best in the nation among its peers.

The college offers bachelor's, master's and doctoral degrees, a mass communication minor, a public relations minor, and certificates, both online and on campus. The college's strength is drawn from both academic rigor and experiential learning. CJC students gain practical experience in the Innovation News Center, which generates content across multiple platforms, and The Agency, a strategic communication agency that began operation in 2015, as well as the seven broadcast and digital media properties in Weimer Hall.

## Accredited

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

## Academic Divisions

- Department of Advertising
- Department of Journalism
- Department of Media Production, Management, and Technology
- Department of Public Relations
- Division of Graduate Studies and Research

## Degrees

Bachelor's degrees in advertising, journalism, public relations, and media production, management, and technology, Master of Arts and a PhD in mass communication.

## Academic Advising

Professional Advising and Teaching Hub (PATH), 1060 Weimer Hall, maintains student records and offers undergraduate academic advising.

## Internships

Students can earn credits by completing professional internships. Grades for internships must be S/U. Internship credit can be repeated with change of assignment for a maximum of six credits in most of the CJC majors. Any internship credit beyond the six, such as through the Honors office, will not count toward a student's 120-credit total needed for the degree.

## Learning/Training Tools

The college is home to PBS affiliate (WUFT-TV), NPR affiliates (WUFT-FM, WJUF-FM) for North Central Florida, two commercial radio stations (WRUF-AM/FM), a low-power television station (WLUF-TV), the student magazine *Orange and Blue*, the Brechner Center for Freedom of Information, the

Innovation News Center (INC), Brechner Project, The Agency, Center for Public Interest Communications, and STEM Translational Communication Research Program.

## Scholarships

The College's Knight Division for Scholarships and Student Inclusion provides undergraduates with information about scholarships and assistantships, internships, placement services, and the college's minority recruitment and retention activities.

The College awards more than \$400,000 annually in undergraduate scholarships and assistantships. The application deadline is February 1. For more information, write to:

College of Journalism and Communications  
P.O. Box 118400  
Gainesville, FL 32611-8400

More Info (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/scholarships/>)

## Helpful Links

- College Website (<https://www.jou.ufl.edu/>)
- Combination Degrees (<http://catalog.ufl.edu/UGRD/academic-advising/combined-degrees/>)
- Computer Requirement (<http://www.it.ufl.edu/policies/student-computing-requirements/>)
  - Requirements for students majoring in media production, management, and technology may differ from those of other students in the college.
- Dean's List (<http://catalog.ufl.edu/UGRD/academic-advising/academic-honors/#deanslisttext>)
- Student Organizations (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/studentorganizations/>)

## Academic Policies

### Freshman Information

The university's Office of Admissions coordinates freshman admission.

### Transfer Information

The College of Journalism and Communications evaluates applicants on a space-available basis. A grade point average of 2.0 on all work attempted and 60 credits of acceptable credit are generally required for admission at the junior year. A 2.5 overall GPA is considered the competitive minimum for admissions.

Per an Florida Board of Governors articulation agreement, an AA graduate from a Florida public postsecondary institution shall receive priority for admission to a state university over out-of-state transfer students.

To be eligible for admission, a transfer student from a Florida public college must have an Associate of Arts degree, including all prerequisite tracking courses. Transfer students from other universities and non-Florida public colleges should complete the first two years' requirements for the major before transferring.

Students denied admissions may petition. Petitions are available from PATH: Professional Advising and Teaching Hub, 1060 Weimer Hall.

### Transfer Credit

Transfer students may transfer up to 60 semester credits from a state of Florida public university or community college. Credits taken beyond 60 may meet certain requirements but will not count toward the 120 credits needed to graduate. After 60 credits, credit taken with permission as a transient student at another university can be transferred to UF, but the last 30 credits needed must be UF courses. Professional courses required for a student's major generally cannot be taken at other schools.

## Combination Degrees

### Combination Degrees | Undergraduate

Students who want to specialize in more than one field can earn one of the bachelor's degrees in this college and a second outside the college. Individuals who want to earn dual bachelor's degrees must complete the required form, including approval signatures from each department/college. Students are expected to complete all coursework in 4 years or two to three years if transferring. Journalism and Communications majors cannot double major or minor within the college.

### Combination Degrees | Undergraduate to Masters

A combination-degree program allows interested undergraduates to take up to four graduate courses. These courses fulfill undergraduate college requirements and can then be used a second time to satisfy the requirements for a master's degree if graded B or higher. Undergraduates from all four departments may apply to participate in one of the combination-degree programs in the college.

- Combination Degrees

## Satisfactory/Unsatisfactory Option

Undergraduate students in the college may not take courses designated ADV, JOU, MMC, PUR, RTV, or VIC under the satisfactory-unsatisfactory (S/U) option, except courses which are offered only for an S/U grade.

Students are permitted to take elective courses outside the college on an S/U basis, subject to university rules published in the Academic Regulations section of this catalog.

More Info (<http://catalog.ufl.edu/UGRD/academic-regulations/>)

After the S/U option is approved, students may not elect to convert to a letter-grade. Writing requirement courses cannot be taken S/U.

Courses for the outside concentration may be taken S/U with the following restrictions, in addition to university restrictions:

- The option may not be applied to any course below the 3000 level
- Not more than three credits of S/U work may be taken to fulfill the outside concentration requirement
- No beginning-level course may be offered for outside concentration credit under S/U
- 9 credits of English required by the college may not be taken S/U
- Courses used for the quantitative option may not be taken S/U
- Refer to the university calendar for deadlines to apply for the S/U option

## Probation and Suspension

A student will be placed on college probation if they fail to maintain a 2.0 overall average and a 2.0 professional average. A student will be flagged if either or both of these averages falls below a 2.0 GPA for two consecutive terms. Students on college suspension must successfully petition the college for reinstatement.

## Dropping Courses

Petitions to drop courses beyond the first two may be approved only when documented circumstances beyond the student's control prevent the satisfactory completion of a course.

In all cases, students must file the petition with the PATH: Professional Advising and Teaching Hub, 1060 Weimer Hall (<https://campusmap.ufl.edu/#/index/0030>). Consideration of petitions normally takes 1-2 weeks. All petitions must be submitted before the semester deadline. After these dates, all petitions are processed through the University Petitions Committee.

More Info (<https://registrar.ufl.edu/contact/>)

## Flexible Learning

No CJC student can receive credit for a required professional course in the major through flexible learning study. No more than six semester credits of flexible learning coursework can be used to fulfill undergraduate degree requirements.

Concurrent enrollment at another institution is allowed by the College of Journalism and Communications while enrolled in UF courses under certain circumstances. Contact an undergraduate advisor in the PATH office for guidance, 1060 Weimer Hall (<https://campusmap.ufl.edu/#/index/0030>).

## Outside Concentration

Students in the following CJC majors must complete an outside concentration.

### Media Production, Management, and Technology | Media and Society

12 credits of coursework in a department outside of the college. Nine of the twelve credits must be at the 3000 level or above.

### Media Production, Management, and Technology | Media and Society

12 credits of coursework in business. Eight of the twelve credits must be 3000 level or above.

### Journalism | including Sports and Media

9 credits of coursework in a department outside of the college. The nine credits must be at the 3000 level or above.

## Professional Limit

The college stresses a broad background in liberal arts and sciences. Students spend most of their time on general background courses. The remaining time involves the development of professional techniques in relation to this general knowledge.

Because the college insists on a general education background, the number of professional credits (ADV, JOU, MMC, PUR, RTV, and VIC) applied toward graduation is limited to 52.

Professional courses as defined by the college and accepted by transfer are counted toward the 52 credits. A student must earn a minimum of 72 credits of non-college courses as part of the 124 credits required.

## Dean's List

Students cannot qualify for dean's list if they have grades of I, N or U. Certificates of recognition are issued by request from the PATH: Professional Advising and Teaching Hub in 1060 Weimer Hall.

More Info (<http://catalog.ufl.edu/UGRD/academic-advising/academic-honors/#deanslisttext>)

## Degree Requirements

To earn a bachelor's degree, a student must:

- Earn at least 120 credits, up to 60 credits of which may be accepted by transfer from another college or university. The last 30 of these credits must be earned while the student is enrolled in classes in this college.
- Earn a minimum 2.0 in all work attempted while an upper-division student and a minimum 2.0 in all work attempted in courses with prefixes ADV, JOU, MMC, PUR, RTV, and VIC.
- Earn a minimum grade of C in required English, speech and foreign language courses. Advertising majors also must earn minimum grades of C in MAR 3023 and STA 2023. Public relations majors must earn a minimum grade of C in STA 2023.

According to the student's major, minimum grades of C are also required in:

Code	Title	Credits
<b>ADV Courses</b>		
ADV 3001	Advertising Strategy	3
ADV 3008	Principles of Advertising	3
ADV 3500	Digital Insights	3
ADV 4101	Copywriting and Visualization	3
ADV 4300	Media Planning	3
ADV 4800	Advertising Campaigns	3
ADV 4940	Advertising Internship <sup>1</sup>	1-4
<b>All JOU and MMC courses <sup>2</sup></b>		
<b>PUR Courses</b>		
PUR 3000	Principles of Public Relations	3
PUR 3500	Public Relations Research	3
PUR 3801	Public Relations Strategy	3
PUR 4100	Public Relations Writing	4
PUR 4404C	International Public Relations	3
PUR 4800	Public Relations Campaigns	3
PUR 4905	Individual Problems	1-3
PUR 4940	Public Relations Internship <sup>1</sup>	1-3
<b>RTV Courses</b>		
RTV 2100	Writing for Electronic Media	3
RTV 3001	Introduction to Media Industries and Professions	3
RTV 3101	Advanced Writing for Electronic Media	3
RTV 3106	Writing and Reporting for Interactive Media	3
RTV 3303	Audio News and Reporting	3
RTV 3320	Electronic Field Production	3
RTV 3432	Ethics and Problems in Media	3
RTV 3516	Electronic Field Production II	3
RTV 4301	TV News Reporting	3
RTV 4929C	Senior Advanced Production Workshop	4
RTV 3305	In-Depth Broadcast Reporting	3
RTV 3511	Fundamentals of Production	3
RTV 4420	New Media Systems	3
RTV 4506	Media Research	3
RTV 4905	Individual Projects in Media	1-3
RTV 4910	Media Undergraduate Research	3
RTV 4940	Media Internship <sup>1</sup>	1-4
<b>VIC Course</b>		
VIC 3001	Sight, Sound and Motion (all majors)	3

**Students earning grades below C must retake the course or its equivalent.**

<sup>1</sup> Graded S/U; S grade required.

<sup>2</sup> D grade allowed in MMC 4200.

## Foreign Language Proficiency or Quantitative Option

This requirement is satisfied by demonstrating proficiency or completing college-level credits in a single foreign language, or by taking 8 credits of courses in accounting, computers, and/or statistics.

### Foreign Language Proficiency

Students who elect the foreign language option may meet the requirement by successfully completing the second or third beginning-level course in one foreign language. Or, students can complete two college semesters of American Sign Language. Note: Proficiency in Latin requires three semesters of the beginning language sequence.

This is *not* a credit requirement, but a *proficiency* requirement, and it is satisfied by earning a minimum grade of C or S.

From the UF catalog: "UF students may use the FLPE (Foreign Language Proficiency Examinations) to prove proficiency in a foreign language and thus achieve an exemption from a foreign language requirement."

Students may also take the corresponding CLEP test for foreign language. From the university catalog: "Students beginning in the Fall or Spring term must have taken the exams...and have their scores reported to the university before the end of their first term of enrollment at UF"

Students should consult an advisor to discuss acceptable options for demonstrating proficiency. Students who wish to demonstrate proficiency should do so before earning 90 credits.

### Quantitative Option

Students who don't want to complete the college foreign language requirements need to take 8 credits of the quantitative options listed below or complete a certificate in Artificial Intelligence.

Code	Title	Credits
ACG 2021	Introduction to Financial Accounting	4
ACG 2071	Introduction to Managerial Accounting	4
CGS 2531	Problem Solving Using Computer Software	3
CGS 3063	Computers and Modern Society	3
COP 3275	Computer Programming Using C	3
EEL 3872	Artificial Intelligence Fundamentals	3
EGN 1935	Special Topics in Freshman Engineering	1-3
EME 2040	Introduction to Educational Technology	3
ISM 3004	Computing in the Business Environment	4
PHI 3681	Ethics, Data, and Technology	3
STA 2023	Introduction to Statistics 1	3
STA 3024	Introduction to Statistics 2	3
STA 4222	Sample Survey Design	3

## Policy for Unsuccessful Completion of Required Courses

Students who complete a course and do not earn at least the minimum grade required for satisfying a degree requirement may repeat the course once. If they are not successful the second time they may not retake the course. Students may petition this restriction if there are extenuating circumstances.

Graduating with Honors (<http://catalog.ufl.edu/UGRD/academic-advising/academic-honors/#graduatingwithhonorstext>)

### Programs

## MAJORS

- Advertising
- Advertising | Persuasive Messaging UF Online
- Combination Degrees
- Journalism
- Journalism | Sports and Media UF Online
- Media Production, Management, and Technology
- Public Relations

## **MINORS**

- Mass Communication Studies Minor
- Public Relations Minor
- Public Relations Minor UF Online

## **CERTIFICATES**

- Creative Advertising Certificate
- International Communication Certificate
- Media Sales Certificate
- Political Communication Certificate
- Spanish Language News Media Certificate

## **UF ONLINE MAJORS**

- Advertising | Persuasive Messaging UF Online
- Journalism | Sports and Media UF Online
- Media Production, Management, and Technology | Media and Society UF Online
- Public Relations UF Online

## **UF ONLINE MINORS**

- Mass Communication Studies Minor UF Online
  - Public Relations Minor UF Online
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