JOURNALISM AND COMMUNICATIONS, COLLEGE OF

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)

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 telecommunication. 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, 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.

The college includes seven broadcast and digital media properties.

Accredited
Accrediting Council on Education in Journalism and Mass Communications (ACEJ.MC)

Academic Divisions
- Department of Advertising
- Department of Journalism
- Department of Public Relations
- Department of Telecommunication
- Division of Graduate Studies and Research

Degrees
Bachelor’s degrees in advertising, journalism, public relations and telecommunication, Master of Arts and a Ph.D. 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. Any internship credit beyond the six, such as through the Honors office, will not count toward a student’s 124-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, Career Services and Multicultural Affairs 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 $200,000 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)
- Combined 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 telecommunication 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)


## Admission

### 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 2.5 grade point average (on all work attempted) and 60 credits of acceptable credit are generally required for admission at the junior year.

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

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.

### Double Major/Dual Degrees

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 undergraduate coursework in 4 years, or two if transferring. Journalism and Communications majors cannot double major or minor within the college.

### Combined Degrees

A combined degree program allows interested undergraduates to take up to four graduate classes. These classes 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 Advertising, Public Relations, Journalism and the Media and Society or Production Telecommunication specializations may apply to participate in one of the combined degree programs in the college.

### College Requirements

#### Typing Ability and Computer Skills

Students are expected to type 20 words per minute before enrolling in JOU 3109C or JOU 3101 or RTV 2100 and 30 words per minute for selected advanced courses.

JOU 3109C is limited to JM, PR, and TEL-NWS majors, except by permission of the Department of Journalism. Students in the other Telecommunication tracks must take RTV 2100.

#### Student Responsibility

Students are responsible for understanding and meeting all degree requirements. While the college maintains an academic advisory service and carefully works to keep accurate student records, this does not mitigate the student's obligation.

Students should read the college's requirements and should visit a college advisor at least once each semester. Computerized degree audits indicating each student's academic progress are available online at ONE.UF (https://one.uf.edu). The audit is used by PATH advisors as the official standard for a student's satisfactory progress to the degree.

### Transfer Credit

Transfer students may transfer up to 60 semester credits from a state college. Credits taken beyond 60 may meet certain requirements but will not count toward the 124 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 31 credits needed must be UF courses. Professional courses required for a student's major generally cannot be taken at other schools.

### 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. More Info (http://www.flvc.org/flvc/portal/Home_Page/Student%20Services/College_Transfer_Center/Transient_Student_Admission_Application/lt/p/c5/04_SB8K8xLLM9MSzPy9xBr9CP0os3iDEEfpx9TQwOLABdA093dw8vA29nQ0Qd3/d3/LzdJQ3EvUUtQ9Z0nZ3LzZlMFQ5)

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.

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 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. Consideration of petitions normally takes 1-2 weeks. All petitions must be submitted before the
Outside Concentration
The College of Journalism and Communications requires that all students complete 12 credits of coursework in a department outside of the college. Nine of the twelve credits should be at the 3000 level or above. In lieu of an outside concentration, a student may complete an approved UF minor that is offered outside of the college.

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

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.

Degree Requirements
To earn a bachelor’s degree, a student must satisfy these requirements:
• Earn at least 124 credits, up to 60 credits of which may be accepted by transfer from another college or university. The last 31 of these credits must be earned while the student is enrolled in classes in this college. A minimum of 72 credits must come from courses outside the college and a minimum of 52 credits must come from inside the 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 required English, speech and foreign language courses.
• Advertising majors also must earn minimum grades of C in required English, speech and foreign language courses. Advertising internships and a minimum grade of C in required English, speech and foreign language courses.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 3001</td>
<td>Advertising Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3008</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3500</td>
<td>Digital Insights</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4101</td>
<td>Copywriting and Visualization</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4300</td>
<td>Media Planning</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4800</td>
<td>Advertising Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4940</td>
<td>Advertising Internship</td>
<td>1-4</td>
</tr>
</tbody>
</table>

All JOU and MMC courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>PUR 3000</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>PUR 3500</td>
<td>Public Relations Research</td>
<td>3</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
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</tr>
<tr>
<td>PUR 3801</td>
<td>Public Relations Strategy</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4100</td>
<td>Public Relations Writing</td>
<td>4</td>
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<tr>
<td>PUR 4103</td>
<td>Public Relations Visual Communication</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4404C</td>
<td>International Public Relations</td>
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</tr>
<tr>
<td>PUR 4800</td>
<td>Public Relations Campaigns</td>
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</tr>
<tr>
<td>PUR 4905</td>
<td>Individual Problems</td>
<td>1-3</td>
</tr>
<tr>
<td>PUR 4940</td>
<td>Public Relations Internship 1</td>
<td>1-3</td>
</tr>
<tr>
<td>RTV 2100</td>
<td>Writing for Electronic Media</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3001</td>
<td>Introduction to Media Industries and Professions</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3101</td>
<td>Advanced Writing for Electronic Media</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3106</td>
<td>Writing and Reporting for Interactive Media</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3303</td>
<td>Audio News and Reporting</td>
<td>3</td>
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<tr>
<td>RTV 3320</td>
<td>Electronic Field Production</td>
<td>3</td>
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<tr>
<td>RTV 3516</td>
<td>Electronic Field Production II</td>
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</tr>
<tr>
<td>RTV 4301</td>
<td>TV News Reporting</td>
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<tr>
<td>RTV 4929C</td>
<td>Senior Advanced Workshop in Telecommunication Production</td>
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<tr>
<td>RTV 3305</td>
<td>In-Depth Broadcast Reporting</td>
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<tr>
<td>RTV 3511</td>
<td>Fundamentals of Production</td>
<td>3</td>
</tr>
<tr>
<td>RTV 4420</td>
<td>New Media Systems</td>
<td>3</td>
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<tr>
<td>RTV 4432</td>
<td>Ethics and Problems in Telecommunication</td>
<td>3</td>
</tr>
<tr>
<td>RTV 4506</td>
<td>Telecommunication Research</td>
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</tr>
<tr>
<td>RTV 4905</td>
<td>Individual Projects in Telecommunication</td>
<td>1-3</td>
</tr>
<tr>
<td>RTV 4910</td>
<td>Telecommunication Undergraduate Research</td>
<td>3</td>
</tr>
<tr>
<td>RTV 4940</td>
<td>Telecommunication Internship 1</td>
<td>1-4</td>
</tr>
</tbody>
</table>

**VIC Course**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIC 3001</td>
<td>Sight, Sound and Motion (all majors)</td>
<td>4</td>
</tr>
</tbody>
</table>

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

1. Graded S/U; S grade required.
2. D grade allowed in MMC 4200.

**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**

Graduating with Honors (http://catalog.ufl.edu/UGRD/academic-programs/academic-honors/#graduatingwithhonortext)

**Programs**

**MAJORS**

- Advertising
- Journalism
- Public Relations
- Telecommunication

**MINORS**

- Mass Communication Studies Minor

**CERTIFICATES**

- International Communication Certificate

**UF ONLINE MAJORS**

- Public Relations UF Online
- Telecommunication | Media and Society UF Online

**UF ONLINE MINORS**

- Mass Communication Studies Minor UF Online