

MASS COMMUNICATION

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<http://registrar.ufl.edu/soc/>)

Courses at the University of Florida, with the exception of specific foreign language courses and courses in the online Master of Arts in Mass Communication program, are taught in English.

Courses

JOU 4004 History of Journalism 3 Credits

Grading Scheme: Letter Grade

Origin, development and potentiality of print and broadcast media. Analyzes the evolution of standards, policies, methods and controls.

MMC 1009 Introduction to Media and Communications 1 Credit

Grading Scheme: Letter Grade

Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.

Prerequisite: 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

MMC 2121 Writing Fundamentals for Communicators 3 Credits

Grading Scheme: Letter Grade

One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

MMC 3030 Personal Branding for Communicators 1 Credit

Grading Scheme: Letter Grade

Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.

Prerequisite: Journalism and Communications major of junior standing or higher.

MMC 3203 Ethics and Problems in Mass Communications 3 Credits

Grading Scheme: Letter Grade

A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.

Prerequisite: Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

MMC 3254 Media Entrepreneurship 1 Credit

Grading Scheme: Letter Grade

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.

Prerequisite: sophomore standing or higher.

MMC 3420 Consumer and Audience Analytics 3 Credits

Grading Scheme: Letter Grade

Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.

Prerequisite: junior standing or higher.

VIC 3001 Sight, Sound and Motion 4 Credits

Grading Scheme: Letter Grade

Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

Prerequisite: sophomore standing or higher.
