

RTV 3001: Intro to Media Industries and Professions

Fall 2025

Instructor: Dr. Roxane Coche

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2075 Weimer Hall (enter through 2079)

Office Hours: 10 a.m.-12 p.m. Monday

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Course Text: All readings and resources will be available online or given in class.

Catalog Description: Introduces the cultural, social, legal, business, and career aspects of the media industry.

Full Description: This course introduces students to the fundamental concepts, practices, and technologies that underpin the media industry. Students will discuss the evolving landscape of the media industries, exploring how technological innovation reshapes media forms and the roles of media professionals. We will examine concepts from the creative production processes and the business principles driving content creation, distribution, and audience engagement to gain an understanding of the interplay between the creative, technological, and strategic aspects of media industries. The course blends theoretical frameworks with practical considerations, preparing students for a range of potential career paths within MPMT's Digital Film & TV Production and Media Management & Technology tracks.

Course Learning Objectives

Upon successful completion of this course, students will be able to:

1. Understand and explain the media ecosystem and industry sectors, including the interdisciplinary relationships among media production, management, and technology.
2. Identify and describe the business, social, and regulatory environments in which media industries operate
3. Evaluate technological and societal impacts of media
4. Develop critical thinking and problem-solving skills in media context
5. Identify and differentiate between various career paths within media production, management, and technology
6. Assess the skills and knowledge required for success in specialized roles and professional tracks in the media industry

UF Academic Policies & Resources

Please visit this link for all UF academic policies and resources:

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

Some rules specific to this course

1. Professionalism

Respect your classmates, their work and their views. Be polite, professional and respectful when expressing yourself. Also respect cultural differences, which you will come across in this class.

2. Preparation

As the old adage goes, “by failing to prepare, you are preparing to fail.” All students are expected to complete readings and/or video watching by the assigned deadline. Any registered students may be called upon in class at any time.

3. Deadlines

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm, especially in the media industry. You are responsible for turning in all assignments and projects on the date and time they are due. If you want to get ahead, you are welcome to turn in your work early. Canvas is set up to take off points for late assignments turned in within 48 hours:

- 25% off if an assignment is less than 24 hours late
- 50% off for any assignment turned in 24 to 48 hours past the deadline

Exceptions will be made for excused absences according to [the UF attendance policy](#) if a student has documentation. They *may* be made for other extraordinary circumstances, but only if you notify your instructors before the day of the due date. Communicate!

4. Feedback

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

5. Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

6. Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Course Outline

Week	Topic
WEEK 1	Course intro and overview + History and evolution of media
WEEK 2	No class on Monday (Labor Day) Today's media ecosystem
WEEK 3	The Business of Media + Impact of technology on the media industry
WEEK 4	Careers in media production, management, and technology + MPMT Advisory Council
WEEK 5	Ethics and social responsibility in media: Legal and ethical considerations, media representation, and the impact of media on society
WEEK 6	The art of storytelling + MIDTERM
WEEK 7	Audience research and analysis
WEEK 8	Campus resources for MPMT-related industries (Part 1)
WEEK 9	Project management in media
WEEK 10	How content reaches audiences
WEEK 11	Group project
WEEK 12	Campus resources for MPMT-related industries (Part 2)
WEEK 13	Campus resources for MPMT-related industries (Part 3) Final reminders
WEEK 14	THANKSGIVING NO CLASS
WEEK 15	The future of work in media
WEEK 16	Exam Week FINAL EXAM (online)

The schedule outlined in this syllabus is tentative and subject to change.
Any updates will be communicated as early as possible.

Course Grading

You will be graded in accordance with [UF policies](#) using the following breakdown:

Assignments	30%
Quizzes	20%
Group Project	15%
Midterm	20%
Final Exam	15%

Detailed instructions and deadlines are available on Canvas.

Note that for every assignment, easily avoidable mistakes (missing words, typos, basic spelling or grammatical errors) will each cost 5%. This means that if you have two typos, you will lose 10% of the grade. Please proofread your work!

Final grades will be calculated with the following table.

Grades will be exported from Canvas. They will not be rounded up.

		93 - 100	A	90 - 92.99	A-
87 - 89.99	B+	83 - 86.99	B	80 - 82.99	B-
77 - 79.99	C+	73 - 76.99	C	70 - 72.99	C-
67 - 69.99	D+	63 - 66.99	D	60 - 62.99	D-
0 - 59.99	F				