



# PART II: **STANDARD 2 CURRICULUM AND INSTRUCTION**

# Part II: Standard 2

## Curriculum and Instruction

### EXECUTIVE SUMMARY

The College of Journalism and Communications is a national leader in preparing the next generation of communication professionals and scholars. Since its last ACEJMC accreditation in 2018, the College has made substantial and significant changes to its curriculum, increasing its relevance, ensuring that it is effectively teaching the core competencies, reducing duplication across departments, and attracting more non-majors to classes.

As always, the College's aim is to teach effective storytelling based on progressive research to benefit society. CJC focuses on preparing students for today's multimedia environment, providing real-world experience through its "teaching hospital" approach. Students learn by doing. They can build on what they learn in the classroom by participating in the myriad immersion opportunities that the College offers, including reporting and editing in the Innovation News Center (multimedia newsroom), at Fresh Take Florida (a news service covering Florida politics and government), and for magazines "Orange and Blue" (lifestyle) and "Atrium" (narrative non-fiction). Students build on-air and production skills in CJC's media properties, including PBS affiliate (WUFT-TV), low-power television station (WRUF-TV), NPR affiliate (WUFT-FM and its repeater station WJUF-FM), WUFT Classic, two commercial radio stations (WRUF-AM ESPN 850/98.1 Gainesville and WRUF-FM The Gator), GHQ student-run radio, the Florida Public Radio Emergency Network (FPREN) and GatorVision (in partnership with the University Athletic Association). Advertising and Public Relations students gain experience in The Agency (a strategic communications firm) and in student-organizations like Alpha (for PR students) and Ad Society (for advertising students). These immersion experiences are crucial to integrating a curriculum that blends storytelling, science, and social good.

To ensure the College best prepares its graduates to be competitive in today's rapidly changing media environment, CJC has embraced the University of Florida's campus-wide initiative to equip all students with a foundation in and understanding of artificial intelligence. This initiative has given CJC students the opportunity to use state of the art AI tools, including access to the fastest supercomputer in U.S. higher education. Students truly have the opportunity to work at the cutting edge of Generative Artificial Intelligence.

The College has created a number of courses that feature AI and its effect on communications industries, including JOU3365: AI in Media and Society, ADV4930: AI and Advertising, PUR4243: Industry Perspectives – AI in Public Relations, and IDS2935: Collaboration with AI for Better Communication. AI has also been incorporated into much of the College's curriculum, including media management, media technology, brand management and audience analytics courses. Finally, students can get more experience working with artificial intelligence in the College's centers/institutes/labs that incorporate AI techniques in their research, including the Consortium on Trust in Media and Technology, Center for Public Interest Communications, the Marion B. Brechner First Amendment Project, the Joseph L. Brechner Freedom of Information Project, and the Atlas Lab digital media analytics facility.

UF also offers a University-wide certificate to help students understand the fundamentals of artificial intelligence, its applications to real-world problems in various disciplines, and ethical and professional responsibilities of these technologies. The certificate consists of two required courses, a fundamental course and an AI ethics course.

In spring 2020, then Dean Diane McFarlin charged each department to develop "a new course or course content that addresses diversity, cultural awareness and internationalization as a part of the core requirements of each department." And the departments delivered. CJC now has core courses dealing with diversity and inclusion in all of its majors: ADV3411: Multicultural Advertising in the US, and ADV4400: International and Cross-Cultural Advertising in Advertising; MMC2604: Media, Cultures and Identity, and JOU4714: Race,

Sports, and Media in Journalism; MMC4302: World Communication Systems, RTV3411: Race, Gender, Class and the Media, and RTV3404: Islam, Media, and Popular Culture in Media Production, Management, and Technology; and PUR3211: Diverse Voices, and PUR4212: Diversity, Equity, and Inclusion for Public Relations Professionals in Public Relations. Also, PUR4203: Ethics and Professional Responsibility in Public Relations, RTV4432: Ethics and Problems in MPMT, and MMC3203: Ethics and Problems in Mass Communications are classes that deal with diversity and inclusion. These courses prepare students for issues and challenges they will find in their professional careers.

The College also invites guest speakers from underrepresented communities into its classrooms. There were more than 220 guest lecturers in the College in the 2023–2024 academic year, roughly 40% of whom were from underrepresented groups, as reported by full-time faculty. Guest speakers in adjunct-taught classes are not currently tracked.

### *How the College and individual departments updated their curriculum*

The College substantially revised its curricula over the past seven years with an emphasis on cross training students to meet the challenges of the current and future media landscape.

At the college level, CJC reduced the number of credit hours required for graduation in each department from 124 to 120 by decreasing the number of outside-the-college electives. This improves the students' time to graduation and aligns with the vast majority of majors offered at UF.

The **Department of Advertising** developed two certificates – the “Creative Advertising Certificate,” responding to a growing demand from students (and industry) for more in-depth training in creative advertising; and the “Media Sales Certificate,” meeting the demands of a quickly evolving advertising profession shaped by both traditional and digital media. The Advertising Department also developed new courses to enhance students' creative skills, to bring them up to speed with the advent of digital media and technology, and to help them better understand global markets and multicultural audiences in today's interconnected world.

The **Department of Journalism** underwent a massive change in 2018 when the broadcast news sequence from the Department of Telecommunication migrated over to the Department of Journalism, requiring a change in degree plans and leading to the creation of two-course specializations in the major. In 2023, the curriculum was revised significantly, with the primary revision being a change from a two-course specialization to creating six specialty areas in which students must take a minimum of 12 credits in one of them. These specialty areas include Broadcast, Specialized Reporting, Visual, Data/Coding, Editing/Producing, and a Customized track (by permission only). Since the last accreditation, special-topics and permanent courses have been added as options, including Environmental Journalism (and advanced versions), Breaking News Writing, Sports Digital Editing, Advanced Multimedia and courses addressing gender in media, music journalism, advanced courses in narrative nonfiction, and more.

The **Department of Media Production, Management, and Technology (MPMT)**, previously the Department of Telecommunication, was renamed in fall 2021 so that students and employers better recognize the nature of the program. Perhaps the most significant curriculum change was the creation of RTV3516: Electronic Field Production II as a new required course in the Production track. The course consists of different sections specializing in Cinematography, Editing, Screenwriting, etc. Students can take the course more than once. The addition of this course has improved the quality of the student films in their capstone RTV4929C: Advanced Production Workshop class. Also, two new sports courses were created to respond to the needs of the Department of Journalism's Sports and Media major. A minor in MPMT is now awaiting approval and is scheduled to launch next year.

The **Department of Public Relations** created two new tracks – Public Interest Communications and Corporate – to give the students more focused training so they can further increase their job readiness. A minor in Public Relations was also created so students outside the major can be better prepared to enter PR adjacent fields. New electives were created to broaden offerings for students, including Corporate Communication Essentials; Political Communication; The Agency Immersion; DE&I for PR Professionals; Industry Perspectives; Integrated Communications; and more.

A discussion of how each department in the College reviews and updates its curriculum can be found in the last part of section 3 in this standard.

1. **Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations. Add lines for courses and categories as needed. (Please see example provided separately with this template.)**

Definition of "Program" = the College of Journalism and Communications/CJC

**Number of hours/units required for graduation:** 120

**Number of hours/units required for major degree:** 51-52

#### **Core Courses for All Students in Program (9-12 CREDITS)**

1. MMC1009 Introduction to Media and Communications
2. Media Law (MMC3210, MMC4200 or RTV4700, depending on major)
3. Media Ethics (JOU4700, MMC3203, MMC3210, or RTV3432, depending on major)
4. Visual Communication (VIC3001 or JOU3220c, depending on major)
5. Writing Fundamentals (MMC2121, JOU2040, or JOU3101, depending on major)

#### **Courses for all students in Program**

1. SPC2608 Public Speaking (3 cr.)
2. STA2023 Statistics (3 cr.)
3. AMH2020 US History since 1877 (3 cr.)
4. POS2041 American Federal Government (3 cr.)
  - or PSY2012 General Psychology for ADV and PR majors (3 cr.)
5. ECO2013 Macroeconomics (4 cr.)
6. State Core Gen Ed credits are three for Biological and Physical Science; three for Composition; three for Humanities; three for Social and Behavioral Science; and three for Mathematics for a total of 15 credits. The General Ed credits are the same plus six credits for additional coursework, for a total of 21 credits. UF Quest students are required to take a three-credit Quest 1 class and a three-credit Quest 2 class for a total of six credits.
7. Foreign language courses or Quantitative Option courses (8-10 cr.)



## ADVERTISING

Additional courses in track/sequence that all students in track/sequence must take:

### ADVERTISING: AGENCY TRACK

#### 51 CJC cr. + 69 non-CJC cr. = 120 credits total

1. ADV3008 Principles of Advertising (3 cr.)
2. ADV3001 Advertising Strategy (3 cr.)
3. ADV3500 Digital Insights (3 cr.)
4. ADV3403 Branding (3 cr.)
5. ADV4101 Copywriting and Visualization (3 cr.)
6. ADV4300 Media Planning (3 cr.)
7. ADV4800 Advertising Campaigns (3 cr.)
8. ADV3411 Multicultural Advertising in the US (3 cr.)
9. MMC1009 Intro to Media and Communications (1 cr.)
10. MMC3420 Consumer and Audience Analytics (3 cr.)

#### *Elective course or courses that must be taken within the track/sequence*

Advertising professional electives (11 cr.); 3000–4000 level courses in the Program.

#### *Elective courses that must be taken within the program*

None

#### *List of Elective courses offered by the department*

1. ADV 3310 Digital Media Sales (3 cr.)
2. ADV 3420 Health Communication (3 cr.)
3. ADV 3502 Advertising Sales (3 cr.)
4. ADV 3920c Advertising Workshop: Preparing Your Pitch (1 cr.)
5. ADV 3943 The Agency Immersion (VAR)
6. ADV 4302 Great Ideas in Marketplace Communications (3 cr.)
7. ADV 4303 Gaming Changing Ideas (2 cr.)
8. ADV 4323 Branding and Social Media (3 cr.)
9. ADV 4400 International and Cross-Cultural Advertising (3 cr.)
10. ADV 4404 Cultural Branding (3 cr.)
11. ADV 4603 Account Management (3 cr.)
12. ADV 4710 Advertising Portfolio I (3 cr.)
13. ADV 4801 Sports Advertising Creative Campaigns
14. ADV 4910 Advertising Undergraduate Research (VAR)
15. ADV 4930 Special Study in Advertising: Agency Essentials (3 cr.)
16. ADV 4930 Special Study in Advertising: Shoppers Marketing (3 cr.)

17. ADV 4930 Special Study in Advertising: Ads for Social Goods (3 cr.)
18. ADV 4930 Special Study in Advertising: Health Ads for Social Goods (3 cr.)
19. ADV 4930 Special Study in Advertising: Social Media Analytics & Strategy (3 cr.)
20. ADV 4930 Special Study in Advertising: AI and Advertising (3 cr.)
21. ADV 4930 Special Study in Advertising: The Craft of Visual Communications (3 cr.)
22. ADV 4930 Special Study in Advertising: Fashion Advertising (VAR)
23. ADV 4940 Advertising Internship (VAR)
24. ADV 4941 Advanced Advertising Internship (VAR)
25. ADV 4950 Advertising Portfolio II (3 cr.)
26. ADV 4951 Advertising Portfolio III (3 cr.)

*Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”*

1. MAR3023 Principles of Marketing (4 cr.)
2. ENC3252 Writing for Strategic Communication (3 cr.)
3. STA2023 Introduction to Statistics (3 cr.)

*Additional course in track/sequence that all students in track/sequence must take:*

None

## ADVERTISING: PERSUASIVE MESSAGING TRACK

*52 CJC cr. + 68 non-CJC cr. = 120 credits total*

1. ADV3008 Principles of Advertising (3 cr.)
2. ADV3001 Advertising Strategy (3 cr.)
3. ADV3500 Digital Insights (3 cr.)
4. ADV3403 Branding (3 cr.)
5. Advertising Experiential Learning courses (6 cr.)
6. ADV3411 Multicultural Advertising in the US (3 cr.)
7. MMC1009 Intro to Media and Communications (1 cr.)
8. MMC3420 Consumer and Audience Analytics (3 cr.)

*Elective course or courses that must be taken within the track/sequence*

Advertising professional electives (14 cr.); 3000–4000 level courses in the Program.

*Elective courses that must be taken within the program*

None

*List of Elective courses offered by the department*

1. ADV 3310 Digital Media Sales (3 cr.)
2. ADV 3420 Health Communication (3 cr.)

3. ADV 3502 Advertising Sales (3 cr.)
4. ADV 3920c Advertising Workshop: Preparing Your Pitch (1 cr.)
5. ADV 3943 The Agency Immersion (VAR)
6. ADV 4302 Great Ideas in Marketplace Communications (3 cr.)
7. ADV 4303 Gaming Changing Ideas (2 cr.)
8. ADV 4323 Branding and Social Media (3 cr.)
9. ADV 4400 International and Cross-Cultural Advertising (3 cr.)
10. ADV 4404 Cultural Branding (3 cr.)
11. ADV 4603 Account Management (3 cr.)
12. ADV 4710 Advertising Portfolio I (3 cr.)
13. ADV 4801 Sports Advertising Creative Campaigns
14. ADV 4910 Advertising Undergraduate Research (VAR)
15. ADV 4930 Special Study in Advertising: Agency Essentials (3 cr.)
16. ADV 4930 Special Study in Advertising: Shoppers Marketing (3 cr.)
17. ADV 4930 Special Study in Advertising: Ads for Social Goods (3 cr.)
18. ADV 4930 Special Study in Advertising: Health Ads for Social Goods (3 cr.)
19. ADV 4930 Special Study in Advertising: Social Media Analytics & Strategy (3 cr.)
20. ADV 4930 Special Study in Advertising: AI and Advertising (3 cr.)
21. ADV 4930 Special Study in Advertising: The Craft of Visual Communications (3 cr.)
22. ADV 4930 Special Study in Advertising: Fashion Advertising (VAR)
23. ADV 4940 Advertising Internship (VAR)
24. ADV 4941 Advanced Advertising Internship (VAR)
25. ADV 4950 Advertising Portfolio II (3 cr.)

***Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”***

1. MAR3023 Principles of Marketing (4 cr.)
2. ENC3252 Writing for Strategic Communication (3 cr.)
3. STA2023 Introduction to Statistics (3 cr.)

# JOURNALISM

Additional course in track/sequence that all students in track/sequence must take:

## JOURNALISM

52 CJC cr. + 68 non-CJC cr. = 120 credits total

1. JOU2100 Broadcast Writing Bootcamp (1 cr.)
2. JOU3015 Principles of Journalism (3 cr.)
3. JOU3101 Reporting (3 cr.)
4. JOU3110 Applied Fact Finding (3 cr.)
5. JOU3220c Visual Journalism (3 cr.)
6. JOU3346L Multimedia Reporting (3 cr.)
7. MMC1009 Intro to Media and Communications (1 cr.)
8. MMC2450 Data Literacy for Communicators (1 cr.)
9. MMC2604 Media, Cultures, and Identity (3 cr.)
10. Specialization sequence courses (12 cr.). Choose from broadcast, visual, topical reporting, data/coding, editing/producing.

## SPECIALIZATION COURSES FOR JOU'S SIX TRACKS

(Also can be taken as professional electives)

+ required for specialization

\* must take one as capstone/advanced option

### Broadcast

- |   |  |
|---|--|
| 1. RTV3303 Audio News and Reporting +     | 6. RTV3632 TV News Producing               |
| 2. RTV3304 Advanced Audio Storytelling    | 7. RTV4684 Advanced TV News Producing *    |
| 3. RTV3305 In-Depth Broadcast Reporting * | 8. JOU4201 News Center Practicum           |
| 4. RTV4301 TV News Reporting              | 9. JOU4951 Noticias                        |
| 5. RTV4681 Advanced TV News Reporting     | 10. JOU4202 Advanced News Center Practicum |

### Editing/Producing

- |  |   |
|--|---|
| 1. JOU3202 Editing and Coaching or RTV3632 TV News Producing + | 5. JOU4011C Audience Engagement         |
| 2. JOU4201 News Center Practicum                               | 6. JOU4447C Applied Magazines *         |
| 3. JOU4202 Advanced News Center Practicum                      | 7. JOU4950 Applied Journalism *         |
| 4. JOU3366C Social Media for Journalists                       | 8. RTV4684 Advanced TV News Producing * |

### Visual

- |   |   |
|---|---|
| 1. JOU3601 Photographic Journalism +            | 4. JOU4603 Specialized Journalistic Photography |
| 2. JOU4604 Advanced Photographic Journalism 1   | 5. JOU4327 Video Storytelling                   |
| 3. JOU4605 Advanced Photographic Journalism 2 * | 6. JOU3213 Design                               |
|   | 7. JOU4214 Advanced Design *                    |



**Data/Coding**

- |  |                                     |
|--|-------------------------------------|
| 1. JOU3305 Data Journalism                     | 5. JOU4306 Advanced Data Journalism |
| 2. JOU3121 Data Viz and Mapping                | 6. JOU3365 AI in Media & Society    |
| 3. JOU3363 Web Apps for Communicators          | 7. JOU4318 Sports Data Journalism   |
| 4. JOU4364 Advanced Web Apps for Communicators | 8. JOU4950 Applied Journalism       |

**Topical Reporting**

- |   |                                     |
|---|-------------------------------------|
| 1. JOU3202 Editing and Coaching +         | 6. JOU4941 Fresh Take Florida *     |
| 2. JOU4111 Advanced Reporting             | 7. JOU4304 Science Journalism       |
| 3. JOU4123 Investigative Reporting *      | 8. JOU4314 Environmental Journalism |
| 4. JOU4308 Magazine and Feature Writing   | 9. JOU4313C Sports Reporting        |
| 5. JOU4311 Narrative Nonfiction Writing * | 10. JOU4950 Applied Journalism      |

**Elective course or courses that must be taken within the track/sequence**

Professional electives (14 cr.); 3000–4000 level courses in the Program.

**List of elective courses offered by the department**

1. JOU4930 Special Topics: Breaking News
2. JOU4930 Special Topics: Music Journalism
3. JOU4930 Special Topics: International Reporting
4. JOU4930 Special Topics: Reporting from Ground Zero
5. JOU4930 Special Topics: On-Air/ Play by Play
6. JOU4930 Special Topics: Food, Media and Culture
7. JOU4930 Special Topics: Reporting on College Sports
8. JOU4930 Special Topics: Drone Journalism
9. JOU4930 Special Topics: Sports and Social Issues
10. JOU4930 Special Topics: Sports Digital Editing
11. JOU4930 Special Topics: International Sports Media
12. JOU4930 Special Topics: TV Sports Reporting
13. JOU4930 Special Topics: The Art of Interviewing
14. JOU4930 Special Topics: Advanced Environmental Journalism
15. JOU4930 Special Topics: AI and Social Media
16. JOU4930 Special Topics: Humor Writing
17. JOU4930 Special Topics: Professional Creativity

**Elective courses that must be taken within the program**

None

**Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”**

1. English elective (3 cr.)
2. INR2001 International Relations or CPO2001 Comparative Politics
  - or POS2112 State and Local Gov’t (3 cr.)

3. Outside concentration courses (9 cr.)
4. Electives outside of the accredited unit to reach 120 credits total

*Additional course in track/sequence that all students in track/sequence must take*

## JOURNALISM: SPORTS AND MEDIA TRACK

52 CJC cr. + 68 non-CJC cr. = 120 credits total

1. JOU2100 Broadcast Writing Bootcamp (1 cr.)
2. JOU3015 Principles of Journalism (3 cr.)
3. JOU3101 Reporting (3 cr.)
4. JOU3110 Applied Fact Finding (3 cr.)
5. JOU3220c Visual Journalism (3 cr.)
6. JOU3346L Multimedia Reporting (3 cr.)
7. MMC1009 Intro to Media and Communications (1 cr.)
8. MMC2450 Data Literacy for Communicators (1 cr.)
9. MMC2604 Media, Cultures, and Identity (3 cr.) OR
10. JOU4714 Race, Sports and Media (3 cr.)
11. Sports and Media Core Coursework (18 cr.)
12. JOU4313c Sports Reporting or RTV3593 Multimedia Sports Reporting
13. MMC3210 Sports Media Law and Ethics
14. MMC3703 Sports Media and Society
15. PUR3463 Sports Communication
16. RTV3502c Fundamentals of Sports Production
17. RTV4959c Sports Capstone

*Elective course or courses that must be taken within the track/sequence*

Professional electives (14 cr.); 3000–4000 level courses in the Program.

*List of elective courses offered by the department*

- |  |   |
|--|---|
| 1. JOU4930 Special Topics: Breaking News               | 10. JOU4930 Special Topics: Sports Digital Editing            |
| 2. JOU4930 Special Topics: Music Journalism            | 11. JOU4930 Special Topics: International Sports Media        |
| 3. JOU4930 Special Topics: International Reporting     | 12. JOU4930 Special Topics: TV Sports Reporting               |
| 4. JOU4930 Special Topics: Reporting from Ground Zero  | 13. JOU4930 Special Topics: The Art of Interviewing           |
| 5. JOU4930 Special Topics: On-Air/Play by Play         | 14. JOU4930 Special Topics: Advanced Environmental Journalism |
| 6. JOU4930 Special Topics: Food, Media and Culture     | 15. JOU4930 Special Topics: AI and Social Media               |
| 7. JOU4930 Special Topics: Reporting on College Sports | 16. JOU4930 Special Topics: Humor Writing                     |
| 8. JOU4930 Special Topics: Drone Journalism            | 17. JOU4930 Special Topics: Professional Creativity           |
| 9. JOU4930 Special Topics: Sports and Social Issues    |   |

*Elective courses that must be taken within the program*

None

*Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”*

1. English elective (3 cr.)
2. INR2001 International Relations or CPO2001 Comparative Politics
  - or POS2112 State and Local Gov’t (3 cr.)
3. Outside concentration courses (9 cr.)
4. Electives outside of the accredited unit to reach 120 credits total

# MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY

Additional courses in track/sequence that all students in track/sequence must take:

## DIGITAL FILM AND TELEVISION PRODUCTION TRACK

51 CJC cr. + 69 non-CJC cr. = 120 credits total

1. MMC1009 Intro to Media and Communications (1 cr.)
2. RTV2100 Writing for Electronic Media (3 cr.)
3. RTV3001 Introduction to Media Industries and Professions (3 cr.)
4. RTV3101 Advanced Writing for Electronic Media (3 cr.)
5. RTV3511 Fundamentals of Production (3 cr.)
6. RTV3320 Electronic Field Production (3 cr.)
7. RTV3516 Electronic Field Production II (3 cr.)
  - Or RTV3330 Documentary Prep
  - Or RTV3108 Screen Writing and Film Producing
  - Or RTV3577 Visual Effects and Compositing
  - Or RTV3581 Cinematography
  - Or RTV3311 Film Editing and Sound Design
8. RTV4500 Content Acquisition, Distribution, and Strategy (3 cr.)
9. RTV4929c Senior Advanced Production Workshop (4 cr.)
10. MMC4302 World Communication Systems (3 cr.) or RTV3411 Race, Gender, Class and the Media

### *Elective course or courses that must be taken within the track/sequence*

Electives inside the college (12 cr.)

### *List of elective courses offered by the department*

- |   |  |
|---|--|
| 1. MMC2740 Introduction to Media and Sports   | 16. RTV4930 Intercultural Communication        |
| 2. RTV3404 Islam, Media, and Popular Culture  | 17. RTV4930 Intro to Visual Storytelling       |
| 3. RTV3502C Fundamentals of Sports Production | 18. RTV4930 Live Sports Production             |
| 4. RTV3945 Electronic Media Practicum         | 19. RTV4930 Managing Entertainment TV and Film |
| 5. RTV4905 Individual Projects in Media       | 20. RTV4930 Media Communication in Korea       |
| 6. RTV4930 Broadcasting Diaspora              | 21. RTV4930 Media Ethics in the Digital Age    |
| 7. RTV4930 Careers in Entertainment Industry  | 22. RTV4930 Media Management                   |
| 8. RTV4930 Chinese Film and Media             | 23. RTV4930 Media Sales & Market               |
| 9. RTV4930 Christian Media                    | 24. RTV4930 Media User Experience              |
| 10. RTV4930 Communicating Soccer Globally     | 25. RTV4930 NBA in Paris                       |
| 11. RTV4930 Creative Thinking & Storytelling  | 26. RTV4930 Photography Composition & Editing  |
| 12. RTV4930 Documentary, Media, & Society     | 27. RTV4930 Pitch your Script                  |
| 13. RTV4930 Entertainment Storytelling        | 28. RTV4930 Producing and Directing Sports     |
| 14. RTV4930 Filmmaking                        | 29. RTV4930 Producing Live Sports Show         |
| 15. RTV4930 Globalizing American Sports       | 30. RTV4930 Radio Management                   |

- |  |  |
|--|--|
| 31. RTV4930 Reality TV Media           | 39. RTV4930 The Agency   |
| 32. RTV4930 Reptile Report Production  | 40. RTV4930 The Cannes Lions Experience                                    |
| 33. RTV4930 Script Analysis            | 41. RTV4930 The Writers' Room  |
| 34. RTV4930 SEC Film Festival          | 42. RTV4930 TV & Film Screenwriting  |
| 35. RTV4930 Spring Training Experience | 43. RTV4930 Special Study in Media Production, Management, and Technology* |
| 36. RTV4930 Stories of Resiliency      | 44. RTV4940 Media Internship   |
| 37. RTV4930 Storytelling Experience    | 45. RTV4959C Sports Capstone   |
| 38. RTV4930 Televising Lacrosse        |  |

***Elective courses that must be taken within the program***

None

***Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”***

1. SYG2000 Principles of Sociology (3 cr.) or PSY2012 General Psychology (3 cr.)
2. ENC3254 Professional Writing in the Discipline (3 cr.)
  - or ENC3252 Writing for Strategic Communication (3 cr.)
3. Electives outside of the accredited unit to reach 120 credits total

***Additional courses in track/sequence that all students in track/sequence must take***

## MANAGEMENT AND STRATEGY TRACK

**51 CJC cr. + 69 non-CJC cr. = 120 credits total**

1. MMC1009 Intro to Media and Communications (1 cr.)
2. ADV3008 Principles of Advertising (3 cr.)
3. RTV2100 Writing for Electronic Media (3 cr.)
4. RTV3001 Introduction to Media Industries and Professions (3 cr.)
5. JOU3002 Understanding Audiences (3 cr.)
6. RTV3405 Media and Society (3 cr.)
7. RTV4500 Content Acquisition, Distribution, and Strategy (3 cr.)
8. RTV4506 Media Research (3 cr.) or MMC3420 Consumer and Audience Analytics (3 cr.)
9. RTV4800 Media Management and Strategy (3 cr.)
10. MMC4302 World Communication Systems (3 cr.) or RTV3411 Race, Gender, Class and the Media

***Elective course or courses that must be taken within the track/sequence***

Operations block electives (6 cr.)

**Complete two:**

1. MMC3420 Consumer and Audience Analytics (3 cr.)
2. RTV4420 New Media Systems (3 cr.)
3. RTV4506 Media Research (3 cr.)



4. RTV4590 Digital Games in Communications (3 cr.)
5. RTV4591 Applications of Mobile Technology (3 cr.)
6. RTV4910 Media Undergraduate Research, with approval (3 cr.)
7. RTV4930 Special Study in Media Production, Management, and Technology (3 cr.)

### *Elective course or courses that must be taken within the track/sequence*

Electives inside the college (5 cr.)

### *List of elective courses offered by the department*

- |  |  |
|--|--|
| 1. MMC2740 Introduction to Media and Sports    | 24. RTV4930 Media User Experience  |
| 2. RTV3404 Islam, Media, and Popular Culture   | 25. RTV4930 NBA in Paris   |
| 3. RTV3502C Fundamentals of Sports Production  | 26. RTV4930 Photography Composition & Editing                              |
| 4. RTV3945 Electronic Media Practicum          | 27. RTV4930 Pitch your Script  |
| 5. RTV4905 Individual Projects in Media        | 28. RTV4930 Producing and Directing Sports                                 |
| 6. RTV4930 Broadcasting Diaspora               | 29. RTV4930 Producing Live Sports Show                                     |
| 7. RTV4930 Careers in Entertainment Industry   | 30. RTV4930 Radio Management   |
| 8. RTV4930 Chinese Film and Media              | 31. RTV4930 Reality TV Media   |
| 9. RTV4930 Christian Media                     | 32. RTV4930 Reptile Report Production                                      |
| 10. RTV4930 Communicating Soccer Globally      | 33. RTV4930 Script Analysis  |
| 11. RTV4930 Creative Thinking & Storytelling   | 34. RTV4930 SEC Film Festival  |
| 12. RTV4930 Documentary, Media, & Society      | 35. RTV4930 Spring Training Experience                                     |
| 13. RTV4930 Entertainment Storytelling         | 36. RTV4930 Stories of Resiliency  |
| 14. RTV4930 Filmmaking                         | 37. RTV4930 Storytelling Experience  |
| 15. RTV4930 Globalizing American Sports        | 38. RTV4930 Televising Lacrosse  |
| 16. RTV4930 Intercultural Communication        | 39. RTV4930 The Agency   |
| 17. RTV4930 Intro to Visual Storytelling       | 40. RTV4930 The Cannes Lions Experience                                    |
| 18. RTV4930 Live Sports Production             | 41. RTV4930 The Writers' Room  |
| 19. RTV4930 Managing Entertainment TV and Film | 42. RTV4930 TV & Film Screenwriting  |
| 20. RTV4930 Media Communication in Korea       | 43. RTV4930 Special Study in Media Production, Management, and Technology* |
| 21. RTV4930 Media Ethics in the Digital Age    | 44. RTV4940 Media Internship   |
| 22. RTV4930 Media Management                   | 45. RTV4959C Sports Capstone   |
| 23. RTV4930 Media Sales & Market               |  |

### *Elective courses that must be taken within the program*

None

### *Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”*

1. SYG2000 Principles of Sociology (3 cr.) or PSY2012 General Psychology (3 cr.)
2. ENC3254 Professional Writing in the Discipline (3 cr.)
  - or ENC3252 Writing for Strategic Communication (3 cr.)
3. Business outside concentration courses (12 credits total)
4. Electives outside of the accredited unit to reach 120 credits total

### *Additional courses in track/sequence that all students in track/sequence must take*

#### 51 CJC cr. + 69 non-CJC cr. = 120 credits total

1. MMC1009 Intro to Media and Communications (1 cr.)
2. RTV2100 Writing for Electronic Media (3 cr.)
3. RTV3001 Introduction to Media Industries and Professions (3 cr.)
4. RTV3405 Media and Society (3 cr.)
5. RTV4420 New Media Systems (3 cr.)

### *Elective course or courses that must be taken within the track/sequence*

**Select 9 credits from one block and 6 credits from a different block (15 cr.):**

#### **DIGITAL MEDIA BLOCK**

1. MMC3260 Communications on the Internet (3 cr.)
2. MMC3630 Social Media and Society (3 cr.)
3. PUR3622 Social Media Management (3 cr.)
4. RTV4591 Applications of Mobile Technology (3 cr.)

#### **MULTICULTURAL AND GLOBAL COMMUNICATIONS BLOCK**

1. ADV3008 Principles of Advertising (3 cr.)
  - or PUR3000 Principles of PR (3 cr.)
2. ADV4400 International and Cross-Cultural Advertising (3 cr.)
3. MMC4302 World Communication Systems (3 cr.)
4. PUR4404c International Public Relations (3 cr.)
5. RTV3411 Race, Gender, Class and the Media (3 cr.)

#### **APPLICATIONS OF COMMUNICATION BLOCK**

1. MMC3420 Consumer and Audience Analytics (3 cr.)
2. MMC3614 Media and Politics (3 cr.)
3. MMC3703 Sports Media and Society (3 cr.)
4. RTV4500 Content Acquisition, Distribution, and Strategy (3 cr.)

### *Elective course or courses that must be taken within the track/sequence*

Electives inside the college (8 cr.)

#### *List of elective courses offered by the department*

- |   |  |
|---|--|
| 1. MMC2740 Introduction to Media and Sports   | 6. RTV4930 Broadcasting Diaspora             |
| 2. RTV3404 Islam, Media, and Popular Culture  | 7. RTV4930 Careers in Entertainment Industry |
| 3. RTV3502C Fundamentals of Sports Production | 8. RTV4930 Chinese Film and Media            |
| 4. RTV3945 Electronic Media Practicum         | 9. RTV4930 Christian Media                   |
| 5. RTV4905 Individual Projects in Media       | 10. RTV4930 Communicating Soccer Globally    |

- |  |  |
|--|--|
| 11. RTV4930 Creative Thinking & Storytelling   | 29. RTV4930 Producing Live Sports Show                                     |
| 12. RTV4930 Documentary, Media, & Society      | 30. RTV4930 Radio Management   |
| 13. RTV4930 Entertainment Storytelling         | 31. RTV4930 Reality TV Media   |
| 14. RTV4930 Filmmaking                         | 32. RTV4930 Reptile Report Production                                      |
| 15. RTV4930 Globalizing American Sports        | 33. RTV4930 Script Analysis  |
| 16. RTV4930 Intercultural Communication        | 34. RTV4930 SEC Film Festival  |
| 17. RTV4930 Intro to Visual Storytelling       | 35. RTV4930 Spring Training Experience                                     |
| 18. RTV4930 Live Sports Production             | 36. RTV4930 Stories of Resiliency  |
| 19. RTV4930 Managing Entertainment TV and Film | 37. RTV4930 Storytelling Experience  |
| 20. RTV4930 Media Communication in Korea       | 38. RTV4930 Televising Lacrosse  |
| 21. RTV4930 Media Ethics in the Digital Age    | 39. RTV4930 The Agency   |
| 22. RTV4930 Media Management                   | 40. RTV4930 The Cannes Lions Experience                                    |
| 23. RTV4930 Media Sales & Market               | 41. RTV4930 The Writers' Room  |
| 24. RTV4930 Media User Experience              | 42. RTV4930 TV & Film Screenwriting  |
| 25. RTV4930 NBA in Paris                       | 43. RTV4930 Special Study in Media Production, Management, and Technology* |
| 26. RTV4930 Photography Composition & Editing  | 44. RTV4940 Media Internship   |
| 27. RTV4930 Pitch your Script                  | 45. RTV4959C Sports Capstone   |
| 28. RTV4930 Producing and Directing Sports     |  |

*Elective courses that must be taken within the program*

None

*Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”*

1. SYG2000 Principles of Sociology (3 cr.)
  - or PSY2012 General Psychology (3 cr.)
2. ENC3254 Professional Writing in the Discipline (3 cr.)
  - or ENC3252 Writing for Strategic Communication (3 cr.)
3. Electives outside of the accredited unit to reach 120 credits total

## PUBLIC RELATIONS

Additional courses in track/sequence that all students in track/sequence must take:

### PUBLIC RELATIONS

#### 52 CJC cr. + 68 non-CJC cr. = 120 credits total

1. PUR3000 Principles of Public Relations (3 cr.)
2. PUR3500 Public Relations Research (3 cr.)
3. PUR4100 Public Relations Writing (4 cr.)
4. PUR4800 Public Relations Campaigns (3 cr.)\*
5. PUR3211 Diverse Voices (1 cr.)
6. MMC1009 Intro to Media and Communications (1 cr.)
7. MMC2121 Writing Fundamentals for Communicators (3 cr.)
8. JOU3101 Reporting (3 cr.)
9. MMC3420 Consumer and Audience Analytics (3 cr.)

#### *Elective course or courses that must be taken within the track/sequence*

Public Relations professional electives (19 credits), selected from the list of courses below.

#### *List of elective courses offered by the department*

1. PUR3211 Diverse Voices
2. PUR3463 Sports Communication
3. PUR3622 Social Media Management
4. PUR3801 Public Relations Strategy
5. PUR3943 The Agency Immersion (Maximum 3 credits)
6. PUR4203 Ethics and Professional Responsibility in Public Relations
7. PUR4212 Diversity, Equity, and Inclusion for Public Relations Professionals
8. PUR4243 Industry Perspectives (Maximum 6 credits)
9. PUR4400C Crisis Communications
10. PUR4410 Principles of Fundraising
11. PUR4404C International Public Relations
12. PUR4442 Public Interest Communications
13. PUR4443 Global Social Change Communication
14. PUR4480 Political Communication
15. PUR4501 Social Media Listening and Analytics
16. PUR4611 Corporate Reputation
17. PUR4612 Integrated Communication
18. PUR4802 Public Interest Communications Campaigns
19. PUR4905 Individual Problems (Maximum 3 credits)
20. PUR4910 Public Relations Undergraduate Research (Maximum 3 credits)

21. PUR4932 Special Study – Launching Your Career
22. PUR4932 Special Study – The Science of Story
23. PUR4932 Special Study – Public Relations Management
24. PUR4932 Special Study – Sports Branding
25. PUR4932 Special Study – NIL Development and Design
26. PUR4932 Special Study – Competitive Reports
27. PUR4932 Special Study – Bateman Research
28. PUR4932 Special Study – CJC x NYC
29. PUR4932 Special Study – Visual Branding
30. PUR4932 Special Study – Entertainment Communications

***Elective courses that must be taken within the program***

None

***Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”***

1. ENC3252 Writing for Strategic Communications (3 cr.)
2. INR2001 International Relations or CPO2001 Comparative Politics or
3. POS2112 State and Local Gov’t (3 cr.)
4. Electives outside of the accredited unit to reach 120 credits total

***Additional course in track/sequence that all students in track/sequence must take***

None

## **PUBLIC RELATIONS: CORPORATE COMMUNICATIONS TRACK**

**52 CJC cr. + 68 non-CJC cr. = 120 credits total**

1. PUR3000 Principles of Public Relations (3 cr.)
2. PUR3500 Public Relations Research (3 cr.)
3. PUR4100 Public Relations Writing (4 cr.)
4. PUR4800 Public Relations Campaigns (3 cr.)\*
5. PUR3211 Diverse Voices (1 cr.)
6. MMC1009 Intro to Media and Communications (1 cr.)
7. MMC2121 Writing Fundamentals for Communicators (3 cr.)
8. JOU3101 Reporting (3 cr.)
9. MMC3420 Consumer and Audience Analytics (3 cr.)
10. Complete three (9 credits total)
  - PUR4202 Corporate Communication Essentials (3 cr.)
  - PUR4220 Internal Communications (3 cr.)
  - PUR4404c International Public Relations (3 cr.)
  - PUR4611 Corporate Reputation (3 cr.)
  - PUR4612 Integrated Communication (3 cr.)



***Elective course or courses that must be taken within the track/sequence***

Public Relations professional electives (10 credits), selected from the list of courses below.

***List of elective courses offered by the department***

- |  |   |
|--|---|
| 1. PUR3211 Diverse Voices  | 17. PUR4612 Integrated Communication                                    |
| 2. PUR3463 Sports Communication  | 18. PUR4802 Public Interest Communications Campaigns                    |
| 3. PUR3622 Social Media Management   | 19. PUR4905 Individual Problems (Maximum 3 credits)                     |
| 4. PUR3801 Public Relations Strategy   | 20. PUR4910 Public Relations Undergraduate Research (Maximum 3 credits) |
| 5. PUR3943 The Agency Immersion (Maximum 3 credits)                            | 21. PUR4932 Special Study – Launching Your Career                       |
| 6. PUR4203 Ethics and Professional Responsibility in Public Relations          | 22. PUR4932 Special Study – The Science of Story                        |
| 7. PUR4212 Diversity, Equity, and Inclusion for Public Relations Professionals | 23. PUR4932 Special Study – Public Relations Management                 |
| 8. PUR4243 Industry Perspectives (Maximum 6 credits)                           | 24. PUR4932 Special Study – Sports Branding                             |
| 9. PUR4400C Crisis Communications  | 25. PUR4932 Special Study – NIL Development and Design                  |
| 10. PUR4410 Principles of Fundraising  | 26. PUR4932 Special Study – Competitive Reports                         |
| 11. PUR4404C International Public Relations                                    | 27. PUR4932 Special Study – Bateman Research                            |
| 12. PUR4442 Public Interest Communications                                     | 28. PUR4932 Special Study – CJC x NYC                                   |
| 13. PUR4443 Global Social Change Communication                                 | 29. PUR4932 Special Study – Visual Branding                             |
| 14. PUR4480 Political Communication  | 30. PUR4932 Special Study – Entertainment Communications                |
| 15. PUR4501 Social Media Listening and Analytics                               |   |
| 16. PUR4611 Corporate Reputation   |   |

***Elective courses that must be taken within the program***

None

***Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”***

- ENC3252 Writing for Strategic Communications (3 cr.)
- INR2001 International Relations or CPO2001 Comparative Politics
  - or POS2112 State and Local Gov’t (3 cr.)
- Electives outside of the accredited unit to reach 120 credits total

***Additional course in track/sequence that all students in track/sequence must take:***

None

## PUBLIC RELATIONS: PUBLIC INTEREST COMMUNICATIONS TRACK

***52 CJC cr. + 68 non-CJC cr. = 120 credits total***

- PUR3000 Principles of Public Relations (3 cr.)
- PUR3500 Public Relations Research (3 cr.)
- PUR4100 Public Relations Writing (4 cr.)

4. PUR4802 Public Interest Communications Campaigns (3 cr.)
5. PUR3211 Diverse Voices (1 cr.)
6. MMC1009 Intro to Media and Communications (1 cr.)
7. MMC2121 Writing Fundamentals for Communicators (3 cr.)
8. JOU3101 Reporting (3 cr.)
9. MMC3420 Consumer and Audience Analytics (3 cr.)
10. Complete both (6 credits total)
  - PUR4442 Public Interest Communications (3 cr.)
  - PUR4443 Global Social Change Communications (3 cr.)

### *Elective course or courses that must be taken within the track/sequence*

Public Relations professional electives (13 credits), selected from the list of courses below.

### *List of elective courses offered by the department*

- |  |   |
|--|---|
| 1. PUR3211 Diverse Voices  | 17. PUR4612 Integrated Communication                                    |
| 2. PUR3463 Sports Communication  | 18. PUR4802 Public Interest Communications Campaigns                    |
| 3. PUR3622 Social Media Management   | 19. PUR4905 Individual Problems (Maximum 3 credits)                     |
| 4. PUR3801 Public Relations Strategy   | 20. PUR4910 Public Relations Undergraduate Research (Maximum 3 credits) |
| 5. PUR3943 The Agency Immersion (Maximum 3 credits)                            | 21. PUR4932 Special Study – Launching Your Career                       |
| 6. PUR4203 Ethics and Professional Responsibility in Public Relations          | 22. PUR4932 Special Study – The Science of Story                        |
| 7. PUR4212 Diversity, Equity, and Inclusion for Public Relations Professionals | 23. PUR4932 Special Study – Launching Your Career                       |
| 8. PUR4243 Industry Perspectives (Maximum 6 credits)                           | 24. PUR4932 Special Study – Public Relations Management                 |
| 9. PUR4400C Crisis Communications  | 25. PUR4932 Special Study – Sports Branding                             |
| 10. PUR4410 Principles of Fundraising  | 26. PUR4932 Special Study – NIL Development and Design                  |
| 11. PUR4404C International Public Relations                                    | 27. PUR4932 Special Study – Competitive Reports                         |
| 12. PUR4442 Public Interest Communications                                     | 28. PUR4932 Special Study – Bateman Research                            |
| 13. PUR4443 Global Social Change Communication                                 | 29. PUR4932 Special Study – CJC x NYC                                   |
| 14. PUR4480 Political Communication  | 30. PUR4932 Special Study – Visual Branding                             |
| 15. PUR4501 Social Media Listening and Analytics                               | 31. PUR4932 Special Study – Entertainment Communications                |
| 16. PUR4611 Corporate Reputation   |   |

### *Elective courses that must be taken within the program*

None

### *Required outside of the accredited unit – in addition to courses in the list above “Courses for all students in Program”*

1. ENC3252 Writing for Strategic Communications (3 cr.)
2. INR2001 International Relations or CPO2001 Comparative Politics or
3. POS2112 State and Local Gov’t (3 cr.)
4. Electives outside of the accredited unit to reach 120 credits total

**2. Explain how students in the unit complete academic requirements for the baccalaureate degree that meet the liberal arts and sciences general education requirements of the institution. How is your unit meeting the spirit of a liberal arts and sciences education? Identify classes within the unit that contribute to a liberal arts and social sciences perspective for graduates from the unit. If a minor is required, include these details.**

Students in all majors in the College have requirements that include non-CJC courses, offering a broad exposure to general education courses that are primarily courses in the liberal arts and sciences. As of 2023–2024, CJC degree programs require 120 credits. Depending on one’s major, a student would complete 51–52 credits inside CJC and 68–69 credits outside of CJC. The non-CJC courses are listed in the following categories on the student’s degree audit:

- Critical tracking courses
- English composition courses
- Foreign language proficiency requirement
- Preprofessional courses
- Outside concentration courses (for majors that require an outside concentration)
- General education courses
- General electives

The largest contingent of outside credits fall under the General Education Program requirement, which amount to 36 credits. The General Education Program supports the mission of the University of Florida by providing undergraduate students with common collective knowledge about the world in which they live. The curriculum enables students to think creatively, reason critically, communicate effectively, and make informed decisions that affect all aspects of their lives. Through general education courses, students gain fresh perspectives and discover new approaches to intellectual inquiry that promote understanding of both the traditional and the newly discovered. To achieve these outcomes, the general education curriculum encompasses a breadth of knowledge in composition, diversity studies, international studies, humanities, mathematics, physical and biological sciences, and social and behavioral sciences.

A chart that lists the 36 credits of general education coursework as mandated by the University and the State of Florida/State University System is [available here](#).

The information below summarizes the 68–69 credits of non-CJC coursework required for majors.

### **ENGLISH COMPOSITION (GE-C)**

**Categories:** critical tracking, composition, general education

**9 credits of GE-C required for all CJC majors**

- ENC 1101 Expository and Argumentative Writing (3 credits)
- ENC 1102 Argument and Persuasion (3 credits)
- ENC 3252 Writing for Strategic Communication (3 credits) (required of all majors except Journalism, which requires 3 additional credits of a course with an ENC prefix)

### **HUMANITIES (GE-H)**

**Category:** general education

**9 credits of GE-H required for all CJC majors**

- All UF students choose an IDS2935 Quest 1 course (various topics in the humanities) (3 credits)
- All UF students choose a state core GE-Humanities course from a list of preapproved “state core courses” (3 credits)
- CJC students must complete a third GE-H elective (3 credits)

**SOCIAL AND BEHAVIORAL SCIENCE (GE-S)**

Categories: critical tracking, preprofessional, general education

9 credits of GE-S required for all CJC majors

- CJC students must complete AMH2020 United States History since 1877 (3 credits)
- CJC students must complete ECO2013 Macroeconomics (4 credits)
- Advertising and Public Relations students choose one course from POS 2041 American, Federal Government or PSY2012 General Psychology (3 credits)
- Journalism and MPMT students take POS2041 American Federal Government (3 credits)

**MATH (GE-M)**

Categories: critical tracking, general education

6 credits of GE-M required for all CJC majors

- CJC students must complete STA2023 Introduction to Statistics 1 (3 credits)
- CJC students must complete one additional pure math class (3 credits)

**BIOLOGICAL OR PHYSICAL SCIENCE (GE-B/P):**

Category: general education

6 credits of GE-M required for all CJC majors

- All UF students must complete one physical science or biological science course chosen from a list of “state core courses” (3 credits)
- CJC students must complete one additional physical or biological science course (3 credits). The College recommends students choose a Quest 2 course that is also coded as a GE-B/P course. Quest 2 includes various courses in biological sciences, physical sciences and social and behavioral sciences.

**PUBLIC SPEAKING**

Category: preprofessional

3 credits required for all CJC majors

- CJC students must complete either SPC2608 Introduction to Public Speaking or ORI2000 Oral Performance of Literature (3 credits)

**NOTE:** The University is engaged in discussions that will ultimately include public speaking as a required course. The course is expected to be integrated into the University’s general education requirement. It is unclear at this time if the CJC will therefore eliminate ORI2000 as an alternative to SPC2608.

**FOREIGN LANGUAGE OR QUANTITATIVE OPTION**

Category: foreign language

8–10 credits required for all CJC majors

- Students must successfully demonstrate proficiency or complete college-level credits in a single foreign language (in addition to the University’s high school foreign language requirement for admission). Competency in language can be demonstrated several ways, including completing two introductory courses in a language offered by UF (4–5 credits each class), taking a UF departmental proficiency test, or by passing the appropriate SAT-II, CLEP, AP, AJCE, or IB examination.
- In lieu of demonstrating foreign language proficiency, students may choose to complete the “quantitative

option". The option requires completing 8 credits of courses emphasizing numeracy and artificial intelligence, such as ACG2021 Introduction to Financial Accounting (3 credits), STA2122 Statistics for Social Science (3 credits), ISM3004 Computing in the Business Environment (4 credits), EEL3872 Artificial Intelligence Fundamentals (3 credits).

In addition, for the majors that still require an outside concentration, a student will complete 9–12 credits of coursework in a department or related field outside of CJC. For those majors that eliminated the outside concentration requirement, students take electives or complete a minor or certificate to reach the 120 credits required for the degree.

Specific degree requirements and eight-semester plans for each major are included in the undergraduate catalog and are available on each student's individualized degree audit (online through the "ONE.UF" platform).

The Department of Advertising mandates the ADV3500 Digital Insights course for all ADV students, focusing on the application of scientific research methods to address strategic communication problems and facilitate decision-making through insights. For students on the Agency track, the ADV4101 Copy and Visualization course is a requirement. In addition to this, students have the option to choose from elective creative courses, including ADV4710 Advertising Portfolio I: Traditional Media Basics, ADV4950 Advertising Portfolio II: Beyond Traditional Media, and ADV4951 Advertising Portfolio III. These electives are thoughtfully designed to enrich the curriculum with a humanities education perspective, offering a comprehensive and diverse learning experience. Additionally, ADV4800 serves as the pivotal course for this major, necessitating students to undertake primary and secondary research for an actual client, thereby implementing social science principles in practical scenarios. In addition to these mandatory courses, which offer insights from liberal arts and social sciences, several elective courses within the department also incorporate viewpoints from these disciplines.

The Department of Journalism offers courses such as MMC2604 Media, Cultures and Identity, which covers a global perspective of media and their communities. This course is required of JOURNALISM majors and is an either-or option for JOURNALISM Sports and Media students. Other courses, such as JOURNALISM4004 History of Journalism, also contribute to this perspective. The Department of Journalism also requires students take an outside concentration with a minimum of nine credits in a department outside of the College so students can acquire specialized knowledge in a specific field of study. Many of these outside concentrations are in the liberal arts.

The Department of Media Production, Management, and Technology (MPMT) aligns well with the spirit of a liberal arts and sciences education in several ways, including its interdisciplinary approach. The department's broad-based approach to learning is illustrated by the fact that it houses the College's only general education course (RTV3405 Media and Society) and by the three distinct tracks it offers: 1. Digital Film and Television Production, 2. Media Management and Strategy, and 3. Media and Society. Before choosing their track, all MPMT majors must take a writing course (RTV2100 Writing for Electronic Media); a foundational course introducing students to the historical, cultural, social, legal, business, and career aspects of the College's fields (RTV3001 Introduction to Media Industries and Professions); and an advanced class improving students' critical thinking skills and cultural awareness (either MMC4302 World Communication Systems or RTV3411 Race, Gender, Class and the Media). These and most MPMT courses (e.g., MMC3614 Media and Politics, MMC3210 Sports Media Law and Ethics, RTV4591 Applications of Mobile Technology, RTV4700 Media Law and Policy) equip students with skills that are adaptable and transferable, which embodies the spirit of liberal arts and sciences education.

The Department of Public Relations requires PUR3500 PR Research Methods of all PR students. This course teaches students how to apply the scientific method to public relations problems. Additionally, MMC3203 Ethics is also required of all PR students. This course encourages students to think about different ways ethics can be applied to a variety of media questions. PUR4800 and PUR4802 are the capstone courses for the PR major and require students to conduct primary research for a real client, applying social science in a real-life context. Beyond these required courses that provide a liberal arts and social science perspective, several of the electives within the department utilize liberal arts and social science perspectives.



### 3. Explain how the unit provides a balance among theoretical/conceptual courses and professional skills courses.

Our College prides itself on espousing the “teaching hospital” method of instruction. Students learn by doing – they can build on what they learn in the classroom by participating in the myriad immersion experiences that the College offers.

This “teaching hospital” method of instruction is most pronounced in teaching professional skills. Students can get hands-on experience with a number of entities that are housed in this college, such as the PBS affiliate (WUFT-TV), the low-power television station (WRUF-TV), the NPR affiliate (WUFT-FM and its repeater station WJUF-FM), WUFT Classic, two commercial radio stations (WRUF-AM ESPN 850/98.1 Gainesville and WRUF-FM The Gator), GHQ Radio, the Florida Public Radio Emergency Network (FPREN), GatorVision (in partnership with the University Athletic Association), The Agency (a strategic communications firm primarily for Advertising and Public Relations students), and the student magazines “Orange and Blue” and “Atrium.”

Students can also develop a deeper understanding of theoretical/conceptual issues and ideas in various centers, programs and labs, including the Joseph L. Brechner Freedom of Information Project, the Marion B. Brechner First Amendment Project, the Center for Public Interest Communications, the STEM Translational Communication Center, the Consortium on Trust in Media and Technology and the Atlas Lab.

Moreover, the classes taught in each major are almost equally divided between theoretical/conceptual courses and professional skills courses, as explained below.

## DEPARTMENT OF ADVERTISING

The Department of Advertising provides a balanced curriculum, encompassing both theoretical and practical courses. CJC’s program is structured into two distinct tracks: The Agency Track and the Persuasive Messaging Track. The majority of courses are designed to blend theoretical foundations with practical, hands-on skills. While certain courses emphasize more on theoretical and conceptual aspects, others are geared toward a greater focus on practical, hands-on skill development.

Conceptual/Theoretical Courses Required for ADV Agency Track	Skills Courses Required for ADV Agency Track
MMC 3203 Ethics of Mass Comm ADV3008 Principles of Advertising ADV3411 Multicultural Advertising in the US ADV 4300 Media Planning MMC3420 Consumer and Audience Analytics ADV4800 Advertising Campaign ENC3254 Professional Writing in the Discipline	ADV3001 Advertising Strategy ADV3500 Digital Insights ADV3403 Branding MMC4200 Law of Mass Communication VIC3001 Sight, Sound and Motion ADV4101 Copy and Visualization MMC2121 Writing Fundamentals for Communicators

Conceptual/Theoretical Courses Required for ADV Persuasive Messaging Track	Skills Courses Required for ADV Persuasive Messaging Track
MMC 3203 Ethics of Mass Comm ADV3001 Advertising Strategy ADV3008 Principles of Advertising ADV3500 Digital Insights ADV3411 Multicultural Advertising in the US ADV3403 Branding MMC4200 Law of Mass Communication	VIC3001 Sight, Sound and Motion MMC3420 Consumer and Audience Analytics ADV4101 Copy and Visualization MMC2121 Writing Fundamentals for Communicators ENC 3254 Professional Writing in the Discipline  We require two experiential learning courses for <b>Persuasive Messaging</b> students.

## DEPARTMENT OF JOURNALISM

The Department of Journalism requires both skills and conceptual courses, as well as courses that combine both (i.e., most skills courses include conceptual instruction as well). The major is a very skills-based major, especially as students advance through the curriculum and choose their specialty areas of skill development and related electives.

Conceptual/Theoretical Courses Required for JOU and/or JOU Sports and Media majors	Skills Courses Required for JOU and/or JOU Sports and Media majors
JOU3015 Principles of Journalism MMC 3203 Ethics of Mass Comm or JOU4700 Journalism Ethics MMC4200 Law of Mass Communication MMC3210 Sports Media Law and Ethics MMC2604 Media, Culture and Identity JOU4714 Race, Sports and Media	MMC2450 Data Literacy JOU3101 Reporting JOU3346L Multimedia Reporting JOU3110 Fact Finding JOU2100 Broadcast Writing Bootcamp JOU3220c Visual Journalism  <i>JOU students are required to complete one of six specializations. Most of the courses in the specializations are skills classes. But those classes wouldn't be required of every student.</i>

## DEPARTMENT OF MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY

The Department of Media Production, Management, and Technology requires hands-on and conceptual courses, and some courses that combine both. Tracks in production and management are very skills-based, especially as students advance through the curriculum. Media & Society is a more flexible track that allows students to choose a more conceptual route, a more hands-on route, or a combination of both.

Conceptual/Theoretical Courses Required for all MPMT Students	Skills Courses Required for all MPMT Students
<p>MMC4302 World Communication Systems <u>or</u> RTV3411 Race, Gender, Class and the Media</p> <p>RTV3001 Introduction to Media Industries and Professions</p>	<p>VIC3001 Sight, Sound and Motion</p> <p>RTV2100 Writing for Electronic Media</p>
Conceptual/Theoretical Courses Required for MPMT—Digital Film and Television Production Track	Skills Courses Required for MPMT—Digital Film and Television Production Track
<p>MMC3203 Ethics and Problems in Mass Communications <u>or</u> RTV3432 Ethics and Problems in Media</p> <p>RTV4500 Content Acquisition, Distribution, and Strategy</p> <p>RTV4700 Media Law and Policy</p>	<p>ENC 3254 Professional Writing in the Discipline</p> <p>JOU2040 Writing Mechanics</p> <p>RTV3101 Fiction/Nonfiction Screenwriting</p> <p>RTV3511 Fundamentals of Production</p> <p>RTV3320 Electronic Field Production</p> <p>RTV3516 Electronic Field Production II</p> <p>RTV4929C Senior Advanced Production Workshop</p>
Conceptual/Theoretical Courses Required for MPMT—Media Management and Strategy Track	Skills Courses Required for MPMT—Media Management and Strategy Track
<p>ADV3008 Principles of Advertising</p> <p>MMC3203 Ethics and Problems in Mass Communications <u>or</u> RTV3432 Ethics and Problems in Media</p> <p>RTV3405 Media and Society</p> <p>RTV4500 Content Acquisition, Distribution, and Strategy</p> <p>RTV4700 Media Law and Policy</p>	<p>ENC3254 Professional Writing in the Discipline</p> <p>JOU2040 Writing Mechanics</p> <p>JOU3002 Understanding Audiences</p> <p>MMC2121 Writing Fundamentals for Communicators</p> <p>RTV4506 Media Research <u>or</u> MMC3420 Consumer and Audience Analytics</p> <p>RTV4800 Media Management and Strategy</p>
Conceptual/Theoretical Courses Required for MPMT—Media and Society Track	Skills Courses Required for MPMT—Media and Society Track
<p>RTV3405 Media and Society</p> <p>RTV4420 New Media Systems</p> <p>RTV4700 Media Law and Policy <u>or</u> MMC4200 Law of Mass Communication</p>	<p>ENC3252 Writing for Strategic Communication</p> <p>MMC2121 Writing Fundamentals for Communicators</p> <p>RTV2100 Writing for Electronic Media</p>

## DEPARTMENT OF PUBLIC RELATIONS

The Department of Public Relations offers a balance of required conceptual and skills-based courses, and most courses will include a mix of both. Below are the required courses for the major, noting whether they focus more on conceptual training or skills-based training. The track and elective courses tend to incorporate a conceptual introduction to an area, followed by skills-based training within it (i.e., PUR4404C Crisis Communication offers both a conceptual introduction and theoretical underpinnings for how to deal with crisis and then hands-on practice creating and implementing crisis plans).

Conceptual/Theoretical Courses Required for all PUR majors	Skills Courses Required for all PUR majors
PUR3000 Principles of Public Relations PUR3211 Diverse Voices MMC3203 Ethics MMC4200 Law of Mass Communication	JOUR3101 Reporting MMC2121 Writing Fundamentals for Communicators MMC3420 Consumer and Audience Analytics PUR3500 Research Methods PUR4100 PR Writing PUR4800/4802 Campaigns VIC3001 Sight Sound and Motion

## THE SKILLS-BASED CLASSES TAUGHT AT CJC

Below is the list of core and elective skills-based classes that have a maximum enrollment of 20 students taught by each department in the Fall 2023 and Spring 2024 semesters.

The enrollment capacity and the number of students enrolled in each section of every skills-based class for all departments in the Fall 2023 and Spring 2024 semesters is available in Part 1: General Information question 17 and [online here](#).

**ADVERTISING FALL 2023**

Course	Title
ADV3943	The Agency
ADV4101	Copy and Visualization
ADV4800	Advertising Campaigns
ADV4710	Advertising Portfolio I

**ADVERTISING SPRING 2024**

Course	Title
ADV3943	The Agency
ADV4101	Copy and Visualization
ADV4710	Advertising Portfolio I
ADV4800	Advertising Campaign
ADV4801	Sports Adv Campaigns
ADV4950	Advertising Portfolio II
ADV4951	Advertising Portfolio III

**JOURNALISM FALL 2023**

Course	Title
JOU3101	Reporting
JOU3213	Design
JOU3220C	Visual Journalism
JOU3305	Data Journalism
JOU3346L	Multimedia Reporting
JOU3363	Intro Comm Web Apps
JOU3601	Photographic Journalism
JOU4201	News Center Practicum
JOU4202	Adv News Ctr Practicum
JOU4308	Mag and Feature Writing
JOU4311	Narrative Nonfiction Writ
JOU4313C	Sports Reporting
JOU4314	Environmntl Journalism
JOU4447C	Applied Magazines
JOU4604	Advanced Photo Jou 1
JOU4605	Advanced Photo Jou 2
JOU4930	Special Study
JOU4950	Applied Journalism
JOU4951	Noticias



**JOURNALISM FALL 2023**

Course	Title
RTV3303	Audio News Rprting
RTV3304	Advanced Audio Storytllng
RTV3305	In-Depth Brdcst Rprtng
RTV3632	Brdcst News Prdcng
RTV4301	TV News Reporting
RTV4681	Adv TV News Reporting
RTV4684	Advd Brdcst News Prdg

**JOURNALISM SPRING 2024**

Course	Title
JOU3121	Data Viz and Mapping
JOU3346L	Multimedia Reporting
JOU3601C	Photographic Journalism
JOU4111	Advanced Reporting
JOU4123	Investigative Reporting
JOU4201	News Center Practicum
JOU4202	Advanced News Center Practicum
JOU4304	Science Journalism
JOU4308	Mag and Feature Writing
JOU4313C	Sports Reporting
JOU4327	Video Storytelling
JOU4364	Adv Comm Web Apps
JOU4447C	Applied Magazines
JOU4604	Advanced Photo Jou 1
JOU4605	Advanced Photo Jou 2
JOU4930	Special Study
JOU4941	Fresh Take Florida
RTV3303	Audio News Rprting
RTV3304	Advanced Audio Storytllng
RTV3632	Brdcst News Prdcng
RTV4301	TV News Reporting
RTV4681	Adv TV News Reporting

MPMT FALL 2023	
Course	Title
RTV2100	Writng Electron Media
RTV3101	Advd Writ Elect Media
RTV3320	Electronic Field Prod
RTV3502C	Fund Sports Prod
RTV3511	Fund of Production
RTV3516	Electronic Field Production 2
RTV3945	Elec Media Practicum
RTV4929C	Sr. Adv Prod Wkshp
RTV4930	Special Study
RTV4959C	Sports Capstone
RTV4959C	Sports Capstone
MMC3260	Communica on Internet

MPMT SPRING 2024	
Course	Title
RTV2100	Writing Electron Media
RTV3101	Advanced Writ Elect Media
RTV3303	Audio News Reporting
RTV3304	Advanced Audio Storytelling
RTV3320	Electronic Field Prod
RTV3502C	Fund Sports Prod
RTV3511	Fund of Production
RTV3516	Electronic Field Production 2
RTV3632	Broadcast News Producing
RTV3945	Elec Media Practicum
RTV4301	TV News Reporting
RTV4681	Advanced TV News Reporting
RTV4684	Advanced Broadcast News Prod
RTV4800	Media Mgmt & Strat
RTV4929C	Sr. Adv Prod Wkshp
RTV4930	Special Study
RTV4959C	Sports Capstone
MMC3260	Communications on the Internet

## PUBLIC RELATIONS

**NOTE:** Public Relations offers three core skills classes because PR's core curriculum is influenced not only by ACEJMC's accreditation, but also by PRSA's CEPR accreditation. CEPR requires a strong theoretical and ethical framework as part of a student's undergraduate training, which comprises many of the required PR courses. Beyond this framework, the primary skill for all PR students is writing, which is reinforced in multiple courses outside of the PR-designated course codes, including JOU3101 Reporting, ENC3252 Strategic Writing and MMC2121 Writing Fundamentals for Communicators, in addition to the basic English courses. This skill is polished in the PUR4100 PR Writing course and showcased in the capstone PUR4800 PR Campaigns class.

PUBLIC RELATIONS FALL 2023	
Course	Title
PUR4100	Public Relations Writing
PUR4800	Pub Relations Campaigns
PUR4802	PIC Campaigns

PUBLIC RELATIONS SPRING 2024	
Course	Title
PUR4100	Public Relations Writing
PUR4800	Pub Relations Campaigns
PUR4802	PIC Campaigns

**ONLINE-ONLY SKILLS COURSES****ADVERTISING FALL 2023 (Online)**

Course	Title
ADV3920C	Advertising Workshop
ADV4101	Copy and Visualization

**ADVERTISING SPRING 2024 (Online)**

Course	Title
ADV3920C	Advertising Workshop
ADV4101	Copy and Visualization

**JOURNALISM FALL 2023 (Online)**

Course	Title
JOU3101	Reporting
JOU3109C	Multimedia Writing
JOU3346L	Multimedia Reporting (Hybrid)
JOU4201	News Center Practicum
JOU4202	Adv News Ctr Practicum
JOU4308	Mag and Feature Writing
JOU4313C	Sports Reporting
JOU4930	Special Study

**JOURNALISM SPRING 2024 (Online)**

Course	Title
JOU3101	Reporting
JOU3346L	Multimedia Reporting
JOU4011C	Audience Engagement
JOU4308	Mag and Feature Writing
JOU4311	Narrative Nonfiction Writing
JOU4930	Special Study
JOU4941	Fresh Take Florida

**MPMT FALL 2023** *(Online)*

Course	Title
RTV2100	Writing Electron Media
RTV3001	Intro to Media Indust
RTV3945	Elec Media Practicum
RTV4930	Special Study
MMC3260	Communications on the Internet

**MPMT SPRING 2024** *(Online)*

Course	Title
RTV2100	Writing Electron Media
RTV3502C	Fund Sports Prod
RTV3945	Elec Media Practicum
RTV4930	Special Study
RTV4959C	Sports Capstone
MMC3260	Communications on the Internet

**PUBLIC RELATIONS FALL 2023** *(Online)*

Course	Title
PUR4100	Public Relations Writing
PUR4800	Pub Rel Campaigns

**PUBLIC RELATIONS SPRING 2024** *(Online)*

Course	Title
PUR4100	Public Relations Writing
PUR4800	Public Rel Campaigns

## THE PROCESS OF REVIEWING AND UPDATING THE CURRICULUM

The College reviews and updates its curriculum to ensure that students are equipped with the skills and knowledge necessary for them to succeed in the rapidly changing media industries. The process includes faculty involvement, student feedback, Advisory Council input, looking at market and technology trends, and benchmarking against peer institutions. While the procedure is similar for all departments, each has its own unique approach.

**ADVERTISING:** The Curriculum Committee, consisting of faculty members, plays a pivotal role in periodically reviewing the course content, program structures and alignment of courses with program objectives. They propose changes based on the latest research findings, shifts in the advertising landscape and their pedagogical experiences. Gathering insights from students is a critical component of the curriculum review process. Through course evaluations and feedback forms, students provide valuable perspectives on their learning experiences, identifying both strengths and areas needing improvement. The Department of Advertising also leverages the expertise of its Advisory Council, which provides updates on industry standards, emerging trends and employer expectations, ensuring that the curriculum equips students with the skills and knowledge necessary to succeed in the evolving advertising field.

**JOURNALISM:** The Journalism Department thinks of curriculum change on two major levels: 1) changes to the degree plan and 2) internal changes to courses. The second level is done continuously based on feedback from students, changes in the industry, revamps from instructors, and more. Degree-plan changes have been made consistently and frequently, with significant changes made every two years. The department has now put a pause on degree-plan changes to allow the new curriculum to cycle through. Ways in which the department uses data and information to make changes include: assessment data; work of a departmental curriculum committee; student advisory council appointed by the chair that offers feedback about courses; professional Advisory Council (many of whom are alums) offers feedback based on industry practices and what they hear from students; feedback on student evaluations; feedback to chair from students and other stakeholders; and more.

**MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY:** The Department of Media Production, Management, and Technology employs a multifaceted approach to curriculum review, drawing from the experiences and expertise of its faculty members and external stakeholders. The Curriculum Committee plays a central role in evaluating course content, program structures and alignment with overarching objectives. The committee is made up of three faculty members, representing the three tracks of the department, and the major's primary academic adviser. Each of the three faculty representatives communicates with other faculty members in the relevant track and reports to the Curriculum Committee. Hence, some discussions happen among the faculty of a given track, others happen within the Curriculum Committee, and others with the entire departmental faculty. Both the department chair and the major's primary academic adviser prioritize attending those meetings. To propose updates and revisions, faculty rely on a combination of assessment data, industry insights, and pedagogical practices. External input from the Advisory Council, composed of industry professionals, is sought to enrich the process, and student feedback through student evaluations and focus groups is taken into consideration as well.

**PUBLIC RELATIONS:** Within the PR Department, curriculum review happens at least annually during departmental faculty meetings. During the meeting, emerging trends in the field are discussed to ensure that the College is preparing its students for the field as it exists. This discussion is supplemented with feedback obtained from PR's Advisory Council, as they are all current working professionals and are on the front lines of changes to the field. CJC's core courses are set based on an additional certification from the Public Relations Society of America, which ensures that modules within core courses are updated as needed. Additionally, this allows the department to update and change elective offerings, particularly through special topics courses, such as a recently offered course on AI in PR.

#### 4. Describe how the core and required courses instruct majors in ACEJMC's 10 professional values and competencies.

##### **Competency 1: Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.**

Most students in the College, except those in the Department of Media Production, Management, and Technology and JOURNALISM majors, take MMC4200 Law of Mass Communication. Media Production, Management, and Technology students take a similar course with a broadcast media focus, RTV4700 Media Law and Policy. JOURNALISM majors take MMC3210 Sports Media Law and Ethics. Among the course goals of MMC4200 are the following:

Students will:

- Know their rights and responsibilities in accordance with media law.
- Be able to describe the legal and historical foundations of the laws affecting media careers.
- Be able to find, analyze and interpret the rule of law in judicial opinions and both state and federal statutes.
- Be able to apply the rule of law to real-life situations.
- Be able to describe the primary justifications for the freedom of expression in constitutional jurisprudence.
- Describe the point when expression moves from protected under the First Amendment to unprotected and subject to criminal or civil liability.
- Describe the legal means of establishing trademarks to protect brands from encroachment.
- Explain the importance of freedom of expression within a democracy.
- Articulate their rights when gathering news while also respecting the rights of those around them.
- Recognize practical steps to avoid liability in a range of potentially tort-inducing situations.

Issues related to this competency, including freedom of the press, dissent, and laws that affect various categories of speech (commercial speech, obscenity, pornography, hate speech, etc.) are also in modules of ADV3008 Principles of Advertising, JOURNALISM Principles of Journalism, MMC3203 Ethics and Problems in Mass Communication, PUR3000 Principles of Public Relations, RTV3001 Introduction to Media Industries and Professions, RTV3432 Ethics and Problems in Media, and RTV3411 Race, Gender and Class in the Media.

##### **Competency 2: Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.**

The upper-level introductory courses of four majors include modules relevant to introducing, reinforcing, and assessing this competency. For Advertising majors, the relevant course is ADV3008 Principles of Advertising. Public Relations majors rely on PUR3000 Principles of Public Relations, and Media Production, Management, and Technology majors discover the history of their field in RTV3001 Introduction to Media Production, Management, and Technology. Journalism majors are introduced to the history of their profession in two classes: JOURNALISM Principles of Journalism and JOURNALISM History of Journalism.

##### **Competency 3: Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.**

All University of Florida students must complete a general education class that meets a UF diversity requirement. These courses provide instruction in the values, attitudes, and norms that create cultural differences within the United States and encourage students to recognize how social roles and status affect different



groups in the United States. Students are expected to analyze and evaluate their own cultural norms and values in relation to those of other cultures, and to distinguish opportunities and constraints faced by other persons and groups. Examples of such classes include ANT2301 Human Sexuality and Culture; ANT3451 Race and Racism; ARH2000 Art Appreciation: American Diversity and Global Arts; DAN1391 Dance, Race, Gender; REL3108 Religion and Food; and SYD3700 Sociology of Race and Racism in the US.

All departments also have required courses internally that address an appreciation and understanding of diversity within the field.

**Advertising** majors are required to take ADV3411 Multicultural Advertising in the U.S. The objectives of ADV3411 are:

- Understand the key multicultural groups in the U.S.
- Gain a basic understanding of culture and its influence on perception and behavior.
- Leverage research data to distill powerful, culturally relevant insights.
- Develop rich and insightful descriptions of targets in the form of personas.
- Develop a culturally nuanced creative brief.
- Learn how to communicate to varying audiences.
- Understand and effectively apply culturally relevant creative strategies to solve advertising problems.
- Develop and/or adapt a campaign to effectively reach and influence multicultural segments.
- Gain experience generating culturally relevant creative ideas as part of a team.
- Develop presentation skills.
- Constructively evaluate own work as well as the work of peers.

**JOU** majors take MMC2604 Media, Culture, and Identity, and JOU Sports and Media majors take either MMC2604 or JOU4714 Race, Sports and Media. The objectives of MMC2604 are:

- Define power dynamics (e.g., cultural, social, and economic privileges) that are visible and invisible in various forms of media.
- Discuss how course concepts explain real-world media examples by critically examining various forms of media.
- Apply cultural awareness, sensitivity and empathy while discussing social issues and in professional situations.
- Analyze how people see themselves and not how we think they see themselves in various forms of media.
- Analyze how different groups of people are represented in journalism.
- Implement best practices for including diverse perspectives (across fault lines) in journalism.
- Critique journalism's role in societal evolution.

**MPMT** majors choose between MMC4302 World Communication Systems and RTV3411 Race, Gender, Class and the Media. The objectives of MMC4302 are:

- Demonstrate knowledge of historical trends and foundations for mass communication and the world (i.e., world systems).
- Develop intercultural communication competencies to include awareness, effectiveness and mindfulness.
- Gain a cognitive understanding of frameworks for mass media.
- Demonstrate practical application of the concepts discussed to your home country and your assigned country.
- Display knowledge of the relationship between news media, communication technologies (digital, AI, etc.) and trends, and international communication.

- Evaluate and apply communication techniques from a variety of global perspectives.
- Compare, contrast, and critique current theories, paradigms and social movements in world communication.
- Identify areas of future research/application of new communication paradigms, technologies, and platforms in the global marketplace.
- Transfer knowledge gained to the professional communication arena in individual areas of study and/or interest.
- Become more culturally and internationally minded concerning the mass media.
- Identify areas of bias, discrimination and inequality in the media.
- Develop your own hypotheses about the future of global communication systems.

RTV3411 has similar learning outcomes, though focused more on American society and how cultural, social and economic privilege can influence the media and media products, and vice versa, in the U.S.

**Public Relations** students are required to take PUR3211 Diverse Voices, which covers the learning objectives of:

- Use and apply the terms diversity, equity, inclusion and access correctly. Understand the practical application of DEI principles to public relations and communications and the role of the public relations professional in support of these principles.
- Identify and analyze the challenges and opportunities in public relations from the various narratives of diverse leaders.
- Understand the current climate toward DEI in the public relations sector.
- Begin to develop a competency for inclusive language and communication.

Diversity is a vital component of courses such as ADV4400 International and Cross-Cultural Advertising, ADV4404 Cultural Branding, MMC3203 Ethics and Problems in Mass Communication, MMC3210 Sports Media Law and Ethics, MMC3630 Social Media and Society, JOU3015 Principles of Journalism, MMC2604 Media, Culture and Identity, JOU4714 Race, Sports and Media, PUR4203 Ethics and Professional Responsibility, PUR4404c International Public Relations, RTV3001 Introduction to Media Production, Management, and Technology, RTV3404 Islam, Media, and Pop Culture, and RTV3405 TV and Society.

### **Competency 4: Present images and information effectively and creatively, using appropriate tools and technologies.**

All majors in the College include a visual course, with three majors requiring VIC3001 Sight, Sound and Motion. (The Journalism major requires JOU3220c Visual Journalism.) VIC3001 ensures that students are able to:

- Identify the principles of sound visual design.
- Select visual images that communicate effectively.
- Demonstrate ethical decision making in the choice of visuals.
- Produce stories in graphic and multimedia design.
- Identify the purpose, audience and needs for messages created in print, web and video platforms.
- Pick content that is relevant to the project's purpose.
- Identify and use the tools available in the Adobe Creative Suite.
- Create effective and attractive messages using appropriate software tools.

A variety of other courses also reinforce this competency, including ADV4101 Copywriting and Visualization, ADV3500 Digital Insights, ADV4710 Advertising Portfolio I: Traditional Media Basics, ADV4950 Advertising Portfolio II: Beyond Traditional Media, ADV4951 Advertising Portfolio III, ADV4800 Advertising Campaigns, JOU3213 Design, JOU3220c Visual Journalism, JOU3601 Photographic Journalism, JOU4214 Advanced Design, JOU4604 Advanced Photographic Journalism 1, JOU4605, Advanced Photographic Journalism 2, JOU4327 Video Storytelling, PUR3500 PR Research Methods and PUR4800 Campaigns, as well as all of the skills courses in the Digital Film and Television Production track of the Media Production, Management, and Technology major, including RTV3511 Fundamentals of Production, RTV3320 Electronic Field Production, RTV3516 Electronic Field Production II, and the production students' capstone course RTV4929C Senior Advanced Production Workshop.

### **Competency 5: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.**

Majors in the College are required to take between 12 and 18 credit hours of courses that focus on writing excellence. All four departments require ENC1101 Expository and Argumentative Writing and ENC1102 Argument and Persuasion, or their equivalents. Three departments (excluding Journalism) require ENC3254 Specialized Writing in the Discipline or ENC3252 Writing for Strategic Communication. ENC3252 and ENC3254 have been customized by the Writing Center at UF for majors in Advertising, Public Relations, and Media Production, Management, and Technology. While Journalism does not require this class, they do require a third English class and have many other required and specialization courses in writing.

The College also offers its own classes devoted to developing clear, correct and compelling writing in the disciplines. Advertising majors are required to take MMC2100 Writing for Mass Communication. This course emphasizes learning outcomes related to:

- Learning about clarity, accuracy and timeliness in news-style writing.
- Creating immediacy and impact in online and breaking newswriting.
- Generating insight, narrative flair, and personal appeal in features-style writing.
- Writing broadcast news copy that stresses immediacy and basic news value.
- Creating public service announcements, advertising copy, and commercials that stress a unique selling point through emotional or rational appeal as well as PR material designed to garner public attention.

Journalism, Public Relations, Advertising, and Media Production, Management, and Technology news majors take additional focused writing classes (as of 2023–2024 academic year, all news majors were transferred to the Journalism Department). These include MMC2121 Writing Fundamentals for Communicators, PUR4100 Public Relations Writing, RTV2100 Media Writing, and JOU3101 Reporting. The reporting class at UF is known by students for its rigor and for improving news writing skills through heavy penalties for fact, grammar or spelling errors.

### **Competency 6: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.**

Most majors require MMC3203 Ethics and Problems in Mass Communication. Journalism requires this course or JOU4700 Journalism Ethics, and JOU Sports and Media majors take MMC3210 Sports Media Law and Ethics. Media Production, Management, and Technology majors must take either MMC3203 or RTV3432 Ethics and Problems in Media.

MMC3203's goals include having students:

- Demonstrate understanding of key principles and concepts of media ethics.
- Recognize the most pressing moral issues facing media professionals.

- Develop analytical skills to resolve dilemmas through a systematic ethical reasoning process.
- Apply ethical reasoning standards across multiple mass communication disciplines.

Public Relations majors have the option of taking PUR4203 Ethics and Professional Responsibility in Public Relations. The course content includes:

- Enhancing awareness of the ethical responsibilities of public relations professionals and of the social responsibilities of corporations and other organizations.
- Increasing students' ability to identify the moral dimensions of issues that arise in the practice of public relations.
- Teaching students how to employ reason as a tool for dealing with moral issues.
- Providing students with the knowledge and skills necessary to reach and justify ethical decisions.
- Fostering students' sense of their personal and professional responsibility.
- Teaching leadership theories and principles for ethical leadership and corporate social responsibility.

Other courses contain modules relevant to introducing, reinforcing and assessing this competency, including ADV3008 Principles of Advertising, JOU3015 Principles of Journalism, JOU4700 Journalism Ethics, MMC3210 Sports Media Law and Ethics, MMC4302 World Communication Systems, MMC3614 Media and Politics, PUR3000 Principles of Public Relations, and RTV3432 Ethics and Problems in Media.

### **Competency 7: Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.**

It is not hyperbole to say that just about every class in this college teaches students how to apply critical thinking skills, regardless of whether they're working on a research paper or pursuing a creative project or news story. The ability to think critically is central to what the College does, both in the classroom setting and in immersion experiences.

There are certain courses that emphasize critical thinking skills more than others, especially as they pertain to research and evaluation appropriate to relevant media professions. These classes include: ADV3500 Digital Insights, ADV4800 Advertising Campaigns, JOU3110 Fact Finding, PUR3500 Public Relations Research, PUR4800 Public Relations Campaigns, RTV4506 Media Research, and RTV4800 Media Management and Strategy.

The research classes for Advertising (ADV3500 Digital Insight), Public Relations (PUR3500 Public Relations Research) and Media Management and Strategy students (RTV4506 Media Research) are similar in teaching students techniques for formative research relevant for a messaging campaign. All three teach students how to conduct secondary research and both quantitative and qualitative primary research (i.e., focus groups, in-depth interviews, surveys, experiments). Furthermore, CJC employs data analytics techniques to derive valuable insights about consumer behavior.

### **Competency 8: Effectively and correctly apply basic numerical and statistical concepts.**

All College majors are required to take an introductory statistics course (it is, in fact, part of CJC's critical tracking and most take STA2023 Introduction to Statistics) and at least one basic math class. Students who choose not to complete a foreign language are required to complete eight credits of numerically focused classes referred to as the quantitative option. Majors in advertising gain additional exposure to numerical and statistical concepts in the following required classes: ADV3500 Digital Insights, ADV4300 Media Planning, ADV4800 Advertising Campaigns, and MMC3420 Consumer and Audience Analytics. Public Relations students gain knowledge of these concepts in PUR3500 Public Relations Research, PUR4800 Public Relations Campaigns, and MMC3420 Consumer and Audience Analytics. Media Production, Management, and

Technology management majors must also take the MMC3420 audience analytics class. Journalism majors are required to take MMC2450 Data Literacy for Communicators. In addition, the Journalism Department offers four classes in data journalism: JOU3305 Data Journalism, JOU3121 Data Visualization and Mapping, JOU4306 Advanced Data Journalism, and JOU4318 Sports Data Journalism.

MMC3420 Consumer and Audience Analytics focuses on learning outcomes that encourage students to understand:

- The characteristics, value, and use of big data and analytics.
- The basic consumer/audience/data concepts that have analytics implications.
- The characteristics, value, and use of major digital marketing/communications and media analytics.
- The major analytics tools and processes for developing competitive intelligence.
- The basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation.
- How to best communicate the analytics results to others.

### **Competency 9: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.**

In addition to the three English classes, all majors are held to standards of good writing across all their courses. The emphasis is on content, style and accuracy in writing. MMC2121 Writing Fundamentals for Communicators has a goal of “practicing principles of good writing (not discipline-specific, but media-related), emphasizing the areas of mechanics, concision, clarity, professional tone, structure, organization, assimilating information, translating messages across platforms and creating social-media messages.”

Advertising and Public Relations majors are required to take either ENC3252 Writing for Strategic Communication with a course objective of “how to write, revise, and edit effectively for the professional writing of the community you will join.” Advertising students also have the option of taking ENC3254 Professional Writing in the Discipline that focuses on “the technical and stylistic conventions of specific disciplines and covers major elements of organizational communication with emphasis on composition of reports, proposals, letters and memos, manuals, graduate school application essays, and oral presentations. Most of the individual sections focus on writing in a single area.”

Media Production, Management, and Technology students are all required to take RTV2100 Writing for Electronic Media, whose focus is “on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for online and social media.” In addition, all tracks require at least one additional writing course among the following: ENC3254 Professional Writing in the Discipline, JOU2040 Writing Mechanics, MMC2121 Writing Fundamentals for Communicators, and RTV3101 Fiction/Nonfiction Screenwriting.

### **Competency 10: Apply tools and technologies appropriate for the communications professions in which they work.**

In the Department of Advertising, required courses relevant to introducing, reinforcing, and assessing this competency include: ADV3500 Digital Insights, ADV4101 Copywriting and Visualization, ADV4300 Media Planning, and ADV4800 Advertising Campaigns. The digital insights course makes use of tools like SIMMONS, Qualtrics, SPSS and NetBase Quid. The copywriting course makes extensive use of the Adobe Creative Suite (provided at a discount to students by UF), while the media course involves specialized media programs and spreadsheet tools. The Advertising Campaigns course makes use of tools such as AdSpender, Qualtrics, and SPSS for data analysis and other research needs.

In the Department of Journalism, courses use the tools and software covered in JOU3220C Visual Journalism, JOU4201 News Center Practicum, and JOU3346L Multimedia Reporting. In addition, the department has six courses in data and coding that utilize basic and advanced digital skills, including software in data analysis and computer programming. These classes include the data classes mentioned above and JOU3363 Intro to Web Apps for Communicators and JOU4364 Advanced Media Apps for Communicators.

As a discipline that relies heavily on equipment and facilities, the Department of Media Production, Management, and Technology meets this competency by providing and maintaining an inventory of equipment and by providing curricular experiences that allow students to learn the mechanical operation and appropriate uses of these resources. A complete equipment inventory is [available here](#).

Media Production, Management, and Technology students can gain experience in tools and technologies in the academic department, in the Division of Media Properties (e.g., WUFT, GHQ, ESPN Gainesville, etc.), GatorVision, and through internships. Courses that give students the opportunity to use appropriate technological equipment include video production courses (e.g., RTV3511 Fundamentals of Production, RTV3320 Electronic Field Production, RTV3516 Electronic Field Production II, and the production students' capstone courses RTV4929C Senior Advanced Production Workshop), RTV4590 Digital Games in Communications, and RTV4591 Applications of Mobile Technology.

In the Department of Public Relations, the tools and technologies used in the profession are generally tied to students' ability to write well in constantly changing environments. Courses like PUR4100 Public Relations Writing, ENC3254 Writing for Strategic Communication, and MMC3420 Consumer and Audience Analytics give students the foundation and introduction to the tools and techniques needed and then apply them all in their capstone PUR4800/4802.

## EQUIPMENT

In general, cameras and related equipment are replaced about every five years. Since students in the specific production courses pay a fee, the use of that equipment is limited to students in the courses. However, additional equipment is available for other students and uses.

Equipment purchase recommendations are made by faculty teaching in the various relevant courses, often in partnership or consultation with the Technology Advancement Group (TAG). TAG also maintains and supervises editing equipment, primarily located in three rooms: one dedicated to production courses, one primarily for news and other courses and one for photo equipment.

The equipment room staff consists of one full-time employee and four part-time student employees. The staff handles almost 2,000 check-ins/outs each semester. It is critical that equipment be thoroughly examined before and after student use to ensure that all elements are present and in proper working order. Short-term parking is available to facilitate student access, and the reconfigured equipment room was designed to allow the most efficient possible handling of equipment.

As noted above, a complete equipment inventory is [available here](#).

Perhaps the most impressive technological addition to the College is the Atlas Lab, which was launched in 2023.

The Atlas Lab is a highly specialized, 1,100 square-foot presentation classroom that features 45 screens that combine to form two large-format video walls; mobile furniture that seats up to 40 guests; teleconferencing cameras; and streaming video feeds. Using industry-leading social media listening and digital media analytics software platforms, the Atlas Lab empowers students to use advanced computational methods and artificial intelligence to analyze and discover patterns in social media, print and digital global news, eCommerce reviews, consumer feedback forums, financial-market data, and search engine trends, the results of which are then visualized on the Lab's video walls. The Atlas Lab uses artificial intelligence within social listening platforms to identify the contributing factors leading to viral activity, efficiently summarize large volumes of digital texts, transcribe and interpret video content, and catalog and classify images posted to the social web.

In addition to providing an ideal presentation space, the Atlas Lab also serves as a resource center for the College to enhance the student experience through data analytics. The Atlas Lab provides classes with training in the effective use of digital analytics tools in support of data journalism, campaign measurement, social media management, crisis communications, audience analysis and scholarly research methods. In its inaugural 2023–2024 academic year, the Atlas Lab provided direct training and support for more than 250 undergraduate students in classes across every department in the College. Additionally, the Atlas Lab provides extracurricular engagement opportunities for students through social listening and data analytics workshops, consultations for student organizations and immersion venues, and analytics-focused events such as the Brand Bowl. Students can also pursue independent studies by serving as research analysts, events managers, and social media correspondents for the Lab.

Below are the tables showing the core and required courses in each of the majors, and the 10 ACEJMC core values and competencies (referred to here as Student Learning Outcomes [SLOs]) that are taught in each course.

The 10 ACEJMC core values and competencies are discussed following the tables.

ADVERTISING: AGENCY SEQUENCE										
Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ADV3001: Advertising Strategy				X	X		X		X	X
ADV3008: Principles of Advertising	X	X	X			X			X	
ADV3403: Branding				X	X		X		X	X
ADV3411: Multicultural Advertising in the US		X	X	X			X		X	X
ADV3500: Digital Insights				X	X		X	X	X	X
ADV4101: Copywriting and Visualization				X	X		X		X	X
ADV4300: Media Planning				X	X		X	X	X	X
ADV4800: Advertising Campaigns	X	X	X	X	X	X	X	X	X	X
ENC3252: Writing for Strategic Communication			X		X				X	X
MMC1009: Intro to Media and Communications		X		X			X			X
MMC2121: Writing Fundamentals for Communicators					X				X	X
MMC3203: Ethics and Problems in Mass Communications	X	X	X			X				
MMC3420: Consumer and Audience Analytics				X			X	X		X
MMC4200: Law of Mass Communication	X	X				X				
VIC3001: Sight, Sound and Motion				X						X



**ADVERTISING: PERSUASIVE MESSAGING SEQUENCE**

Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ADV3001: Advertising Strategy				X	X		X		X	X
ADV3008: Principles of Advertising	X	X	X			X			X	
ADV3403: Branding				X	X		X		X	X
ADV3411: Multicultural Advertising in the US		X	X	X			X		X	X
ADV3500: Digital Insights				X	X		X	X	X	X
ENC3252: Writing for Strategic Communication			X		X				X	X
MMC1009: Intro to Media and Communications		X		X			X			X
MMC2121: Writing Fundamentals for Communicators					X				X	X
MMC3203: Ethics and Problems in Mass Communications	X	X	X			X				
MMC3420: Consumer and Audience Analysis				X			X	X		X
MMC4200: Law of Mass Communication	X	X				X				
VIC3001: Sight, Sound and Motion				X			X		X	X

**JOURNALISM**

Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
JOU2100: Broadcast Writing Bootcamp				X	X	X			X	
JOU3015: Principles of Journalism	X	X	X		X	X	X			
JOU3101: Reporting	X		X	X	X	X	X		X	
JOU3110: Applied Fact Finding	X		X	X		X	X	X	X	X
JOU3220C: Visual Journalism	X			X		X			X	X
JOU3346L: Multimedia Reporting	X	X	X	X	X	X	X	X	X	X
MMC1009: Intro to Media and Communications		X		X			X			X
MMC2450: Data Literacy For Communicators						X		X		
MMC2604: Media, Cultures, and Identity	X	X	X			X	X			

JOURNALISM										
Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
MMC3203: Ethics and Problems in Mass Communications or JOU4700 Problems and Ethics in Journalism	X	X	X			X				
MMC4200: Law of Mass Communications	X	X				X				

JOURNALISM: SPORTS AND MEDIA										
Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
JOU2100: Broadcast Writing Bootcamp				X	X	X			X	
JOU3015: Principles of Journalism	X	X	X		X	X	X			
JOU3101: Reporting	X		X	X	X	X	X		X	
JOU3110: Applied Fact Finding	X		X	X		X	X	X	X	X
JOU3220C: Visual Journalism				X		X			X	X
JOU3346L: Multimedia Reporting	X	X	X	X	X	X	X	X	X	X
JOU4313C: Sports Reporting or RTV3593: Multimedia Sports Reporting	X	X		X	X	X	X		X	X
MMC2450: Data Literacy for Communicators						X		X		
MMC2604: Media, Cultures, and Identity or JOU4714: Race, Sports and Media	X	X	X			X	X			
MMC3210: Sports Media Law and Ethics	X	X				X	X			
MMC3703: Sports Media and Society	X	X	X			X				
PUR3463: Sports Communication	X				X	X			X	
RTV3502C: Introduction to Sports Production	X			X		X			X	X
RTV4959C: Sports Capstone	X			X	X	X			x	X

### MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY: DIGITAL FILM AND TV PRODUCTION

Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ENC3254: Professional Writing in the Discipline			X		X				X	X
JOU2040: Writing Mechanics					X					
MMC1009: Introduction to Media and Communications		X		X			X			X
MMC3203: Ethics and Problems in Mass Communications, or RTV3432: Ethics and Problems in Media	X	X	X			X				
RTV2100: Writing for Electronic Media					X				X	
RTV3001: Intro to Media Industries and Professions		X								
RTV3101: Advanced Writing for Electronic Media					X				X	
RTV3320: Electronic Field Production				X						
RTV3511: Fundamentals of Production				X						
RTV3516: Electronic Field Production II				X					X	X
RTV4500: Content Acquisition, Distribution, and Strategy							X	X		
RTV4700: Media Law and Policy	X						X			
RTV4929C: Senior Advanced Production Workshop				X					X	X
VIC3001: Sight, Sound, Motion				X						X
MMC4302: World Communication Systems or RTV3411: Race, Gender, Class and the Media		X	X			X	X			

### MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY: MANAGEMENT AND STRATEGY

Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ADV3008: Principles of Advertising	X	X	X			X			X	
ENC3254: Professional Writing in the Discipline			X		X				X	X
JOU3002: Understanding Audiences				X				X		
MMC1009: Introduction to Media and Communications		X		X			X			X
MMC2121: Writing Fundamentals for Communicators					X				X	X
MMC3203: Ethics and Problems in Mass Communications, or RTV3432: Ethics and Problems in Telecommunication	X	X	X			X				
RTV2100: Writing for Electronic Media					X				X	
RTV3001: Intro to Media Industries and Professions		X								
RTV3405: Media and Society		X	X			X				
RTV4500: Content Acquisition, Distribution, and Strategy							X	X		
RTV4506: Media Research, or										
MMC3420: Consumer and Audience Analytics				X			X	X		X
RTV4700: Media Law and Policy	X						X			
RTV4800: Media Management and Strategy				X	X	X	X			X
VIC3001: Sight, Sound, Motion				X						X
MMC4302: World Communication Systems or RTV3411: Race, Gender, Class and the Media		X	X			X	X			

**MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY: MEDIA AND SOCIETY**

Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ENC3252: Writing for Strategic Communication			X		X				X	X
MMC1009: Introduction to Media and Communications		X		X			X			X
MMC2121: Writing Fundamentals for Communicators					X				X	X
MMC4302: World Communication Systems or RTV3411: Race, Gender, Class and the Media		X	X			X	X			
RTV2100: Writing for Electronic Media					X				X	
RTV3001: Intro to Media Industries and Professions		X								
RTV3405: Media and Society		X	X			X				
RTV4420: New Media Systems		X					X	X		
RTV4700: Media Law and Policy, or MMC4200: Law of Mass Communication	X	X				X				
VIC3001: Sight, Sound, Motion				X						X

PUBLIC RELATIONS										
Core Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9	SLO 10
ENC3252: Writing for Strategic Communication			X		X				X	X
JOU3101: Reporting	X				X				X	X
MMC1009: Introduction to Media and Communications		X		X			X			X
MMC2121: Writing Fundamentals for Communications			X		X				X	X
MMC3203: Ethics and Problems in Mass Communications	X	X	X			X				
MMC3420: Consumer and Audience Analytics				X			X	X		X
MMC4200: Law of Mass Communications	X	X				X				
PUR3000: Principles of Public Relations	X	X							X	X
PUR3211: Diverse Voices		X	X			X				
PUR3500: Public Relations Research		X		X	X		X	X	X	X
PUR4100: Public Relations Writing		X		X	X				X	X
PUR4800: Public Relations Campaigns		X		X	X	X	X	X	X	X
VIC3001: Sight, Sound, Motion				X						X

## 5. Explain how instruction, whether on-site, online, synchronous or asynchronous, responds to professional expectations of current digital, technological and multimedia competencies.

The **Department of Advertising** has noted that keeping attuned to digital and technological advances is an ongoing endeavor, requiring constant identification, trial, evaluation, and, when appropriate, adoption of new technologies across the curriculum. Advertising students are encouraged to engage in this process as well as faculty, including assignments and exercises that allow for trial and application of emerging technologies and practices followed by critical thinking about the results. Critical thinking about innovation not only leads to the adoption of new tools and tactics but also to a greater appreciation of core competencies and “traditional” advertising that still serve as foundations for effective practice. For instance, instructors, faculty, and graduate student teachers regularly refresh courses and assignments to include new tools for both creative and strategic advertising dimensions.

Professors incorporate cutting-edge data analytics and artificial intelligence tools into their curriculum, challenging students to leverage the latest technologies to generate insights and inform strategic communication decisions.

Students regularly travel to major agencies and media companies to observe and learn about new developments. Guest speakers, including Advisory Council members, have introduced students to new tools for targeting consumers on mobile media using “big data” (e.g., Acxiom) analytics, competitive intelligence tools for direct digital marketing campaigns (e.g., Marketing Insights), SEO and inbound marketing metrics, programmatic media auctions, and affiliate marketing with cost-per-action pricing models. Professors work with the CJC librarian to provide access tools for digital media planning and advertising as resources for advertising courses.

College curriculum updates in recent years include the development of courses in data analytics and artificial intelligence, and these courses are now either required or encouraged as professional electives for Advertising. CJC’s ongoing curriculum update includes renaming ADV3500 Advertising Research to Digital Insights and introducing two AI-focused courses: ADV4930 Social Media Analytics and Strategies and ADV4930 AI in Advertising. The renaming of the ADV3500 course is a response to the industry’s evolving expectations and helps students grasp the knowledge and skills of advertising research required in today’s technologically evolving and culturally diverse world. The addition of ADV4930 Social Media Analytics and Strategies and ADV4930 AI in Advertising courses enriches the advertising curriculum by incorporating AI learning. The Social Media Analytics and Strategies course equips students with skills to use AI tools for analyzing social media data, helping them identify trends and consumer behaviors for strategic marketing decisions. The AI in Advertising course delves into AI’s broader applications in the industry, including AI-powered content creation, predictive analytics, personalization, and ethical considerations. These courses prepare students for the evolving digital advertising landscape, blending technology with creative strategies.

The **Department of Journalism** has gone through significant curriculum revisions since the last accreditation, including:

- Broadcast-news courses (TV and audio) have moved from MPMT to JOU
- Specialization areas have expanded from two-course sequences to six specializations areas with a minimum of 12 credits required in that area
- Expansion of data journalism offerings
- Expansion of specialized reporting options (e.g., environmental journalism)
- Creation of the Fresh Take Florida news service (taken as a course) with national and international reach of stories
- Expansion of courses that intersect with the Innovation News Center (TV, audio, digital, visual), as well as JOU4201 News Center Practicum and JOU4202 Advanced News Center Practicum



Since 2017, 14 new courses were approved for permanent numbers and two courses had significant content/name changes but retained the same course number. In addition, nine courses moved from MPMT to JOU management.

These and other changes were made to achieve a number of goals, most notably to better prepare students to work in collaborative environments with more advanced skill sets and to acquire deeper skills in current and future areas of study.

JOU3346L Multimedia Reporting is an intermediate multimedia reporting course that helps students develop skills in both beat reporting and multimedia tools. This class introduces students to the Innovation News Center by having them report for [WUFT.org](http://WUFT.org). Courses in TV and Audio also have coverage on WUFT as part of their assignments.

Most advanced skills classes have students working on journalism and projects that will be published for a variety of audiences. These include such classes as JOU4311 Narrative Nonfiction Writing, JOU4447 Applied Magazines (which produces the narrative nonfiction magazine “Atrium”), JOU4930 Special Topics: Advanced Environmental Journalism, JOU4951 Noticias, JOU4123 Investigative Journalism, JOU4930 Special Topics: Advanced Multimedia, and RTV3305 In-Depth Reporting, among others.

In 2016, the department introduced a sports and media track that includes courses from journalism and other departments. This track allows sports-focused students to have a multidiscipline curriculum focused on all sides of sports journalism and communication. This major has had curriculum changes – mostly to adjust the journalism core (addition of JOU3015 Principles of Journalism and JOU3346L Multimedia Reporting) to ensure that students have a strong base in the practice and principles of journalism.

For the **Department of Media Production, Management, and Technology**, developing skills in the use of technology and tools is a major objective of the curriculum. The addition of a new required production course in 2016, RTV3320 Electronic Field Production 2, has been a big success, allowing students to interact with production and post-production equipment more than they did previously. The rotating topics available in RTV3516 Electronic Field Production II and RTV4929c Advanced Production Workshop also give students the opportunity to specialize in specific tools (e.g., camera art in cinematography, AfterEffects in Visual Effects and Compositing, Premiere and Audition in Film Editing and Sound Design, etc.). The objective is to better prepare students in the production of scripted fiction storytelling. Still on the production side, the department supports student-led experiences, notably Chompics (in which students produce a web series every year, with pre-production in the Fall followed by production and post-production in the Spring), F.E.M. Films (which empowers female film producers to better prepare for the entertainment industry through the production of a variety of scripted dramas and comedies), and BlueScript (in which students use professional tools to improve their screenwriting abilities). The department makes equipment and other resources available to these students and assigns a faculty adviser to supervise them. Several of the Chompics productions have won national awards.

In addition, 60+ mobile kits are available to MPMT students thanks to a 2022 grant from University of Florida Information Technology. These kits include mics, lenses and other gear students can use with their phone to improve their mobile productions. These kits will also be available to online students starting Spring 2025 (the kit will be mailed to students at the beginning of the semester, and they will mail it back at the end of the semester with mailing fees covered by the department through course fees).

The department also teaches MMC3420 Consumer and Audience Analytics, which provides “practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.” This course is required of students in MPMT’s Management and Strategy track and in the Departments of Advertising and Public Relations. It is also an elective option in the “Applications of Communication Block” of the Media and Society Track.

Other courses that respond to professional expectations of current digital, technological and multimedia competencies include:

- RTV3593 Multimedia Sports Reporting, in which students complete a weekly shift for ESPN Gainesville.
- RTV4590 Digital Games in Communications, in which students “design a persuasive game that tackles an important personal or social issue.”
- RTV4591 Applications, of Mobile Technology in which students learn the basics of creating a mobile app.
- RTV4800 Media Management and Strategy, in which students conduct a brand audit and present their findings to professionals.
- RTV4506 Media Research, in which students learn about analyzing digital media dynamics, behavior and conversations, in part thanks to the Atlas Lab.

Students also can learn the tools and technologies used in the field through immersion experiences with the Division of Media Properties, The Agency or GatorVision for academic credit. These experiences are further detailed below in question 7.

The **Public Relations Department** recognizes that maintaining pace with the digital and technological transformation the industry is facing is crucial for students’ success. Public relations students and faculty are encouraged to stay as informed as possible, and readings, assignments and projects are included in the curriculum to encourage critical thinking and experience with different digital tools and technologies.

The department currently offers two classes, PUR3622 Social Media Management and PUR4501 Social Media Listening and Analytics, which are available to all students and explicitly address some of the most common social media tools and techniques used in the PR profession. Additionally, there are modules within all core courses that address the current state of the field and best practices.

One new course, PUR4243 Industry Perspectives, is a rotating-topics course available to all students. The department typically offers 8–12 sections of this course, all focusing on different niche areas of public relations, frequently taught by current practitioners. The course can ensure that the department is able to easily and instantly adapt to changing trends and techniques within the industry.

## 6. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.

Response to this item varies by department and by courses within departments. A description for each department follows.

In the **Department of Advertising**, full-time faculty are regularly assigned to teach sections of core courses with multiple sections, including ADV3008 Principles of Advertising, ADV3001 Advertising Strategy, ADV3500 Digital Insights, ADV4300 Media Planning, ADV4101, Copywriting and Visualization, and ADV4800 Advertising Campaigns. These full-time faculty are actively engaged in departmental curriculum review and serve as de facto course leaders, assisting adjuncts and teaching assistants who teach other sections with syllabus development, course delivery and assessment.

With the increasing demands for more sections, some sections of core courses required staffing by adjuncts and graduate assistants, and when a full-time faculty member is not teaching at least one section of the course, the department chair reviews syllabi and meets with the instructors individually to discuss planning, with challenges and successes related to fostering student learning outcomes.

The department chair connects instructors with additional resources for improving student engagement, tools for advertising research and media planning, and tools for online teaching and learning.

The Department of Advertising also administers multiple sections of MMC3203 Problems and Ethics in Mass Communication. The department chair works directly with the course coordinator and lead lecturer for all sections of MMC3203 to ensure consistency among all the sections.

Mentoring among faculty is an important strategy in ensuring instructional objectives are achieved in all sections. Faculty with experience teaching a particular course serve as mentors for faculty members or doctoral students preparing to teach the course for the first time.

Faculty share course syllabi, materials and advice. The department has developed substantial packages of material for all courses with multiple sections. In addition, the department mentors doctoral students to prepare them to teach and to ensure consistency across course sections. Before doctoral students are allowed to have sole responsibility for a section of a course, the department requires that they serve one semester as a teaching assistant to a full-time faculty member teaching the course. Their assignment in this role includes attending lectures; preparing and delivering lectures; assisting in examination preparation; grading, including use of the University's examination scoring services; and assisting in office hours.

The **Department of Journalism** has a variety of courses that work in this manner. Courses with multiple sections have oversight from a lead faculty instructor and/or the chair. This process includes periodic formal and informal group meetings with the instructors and, where applicable, sharing of teaching materials, lecture notes, etc.

JOU3101 Reporting is coordinated by the course lecturer, a professor with expertise in teaching who works closely with the instructors assigned to the approximately 12 lab sections offered each semester. The lab instructors are often full-time faculty or experienced adjunct instructors who have taught the course for years. The department is fortunate to have a highly qualified master lecturer who serves as course instructor and who is dedicated to ensuring that all students are treated equally in grading and lab-section expectations, though the department does encourage some teaching independence within the labs.

JOU3346L Multimedia Reporting is coordinated the same way – a full-time faculty member serves as course director and oversees the four lab sections. The course director holds a common lecture for all students, and each lab follows the same lab with the same syllabus, assignments and outcomes. The course director works closely with the lab instructors to ensure consistency in expectations.

MMC4200 Law of Mass Communication is an introduction to communication law with an emphasis on how the law applies to media professionals. The online version uses the same textbook and video material and covers the same topics and outcomes as the on-campus section course.

Other classes with multiple sections are overseen by full-time or adjunct faculty, with the chair having ultimate oversight. Typically, faculty who have taught the class before will share syllabi and best practices. In some classes, instructors are encouraged by the department chair to have autonomy in how students achieve the common course outcomes. For example, JOU4308 Magazine and Feature Writing can have different kinds of assignments to help students learn the skills and craft in this wide-ranging subject area, but still deliver on the outcomes of a shared skill.

For three courses in the **Department of Media Production, Management, and Technology** (RTV2100 Writing for Electronic Media, RTV3511 Fundamentals of Production, and RTV3320 Electronic Field Production), the multiple sections are labs of a large lecture course. Students from all sections attend the same weekly lectures, which are taught by a full-time professor with expertise in the appropriate topic. That faculty member selects course materials and topics, writes the syllabus, creates the assignments and rubrics, and works closely with all the lab instructors (generally three-four labs per course). Other courses with several sections have a designated lead instructor whose responsibility is to ensure consistency across sections. The department chair regularly reviews syllabi and official student feedback (a question in the evaluations asks what students have learned in a given course) to verify course content is consistent with desired student learning outcomes.

In the **Department of Public Relations**, full-time faculty are regularly assigned to teach sections of core courses with multiple sections, including PUR3000 Principles of Public Relations, PUR3500 Public Relations Research, PUR4100 Public Relations Writing, and PUR4800 Public Relations Campaigns. These full-time faculty are actively engaged in departmental curriculum review and serve as course leaders, assisting adjuncts and teaching assistants who teach other sections with syllabus development, course delivery and assessment. The department chair regularly reviews syllabi to ensure that course content is consistent with departmental objectives. Informal feedback from students also provides input into consistency across sections.

Faculty discuss “best practices” for courses in faculty meetings and informally provide mentoring for faculty members teaching a course for the first time. All syllabi are posted for new instructors to review, and faculty typically share exams, exercises and lecture notes. Sections of the same course often require the same textbook and have course exercises, worksheets and assignments in common. In addition, all Ph.D. students must serve as teaching assistants in a course under a full-time faculty member for a semester before they can be assigned to teach the course as instructor of record. These department policies and practices help provide overall consistency in achieving instructional objectives.

How the College ensures consistency in learning objectives, workload and standards with adjunct/part-time faculty is explained in Standard 5.

**7. Explain how the unit connects faculty and administrators to the professions they represent, and the understanding of the skills needed to be successful in the workplace.**

The College organizes speaker series that bring professionals to campus to interact with students, faculty and staff, including Becoming a Woman of Influence, Great Storytellers, Climate Communication Summit and the frank gathering. See Standard 8 for more information on these series. Each department also provides opportunities to connect faculty with professionals and industry experts.

The **Department of Advertising** maintains robust connections across diverse professional fields through various channels.

DEPARTMENT OF ADVERTISING	
<b>Professional Advisory Council</b>	The Council, comprising approximately 20 distinguished members, convenes biannually to engage with students and faculty. These esteemed individuals hail from a diverse array of sectors, including top-tier international and national advertising and marketing agencies, Fortune 500 companies, media organizations, cutting-edge technology firms, and various professions related to advertising. Their visits facilitate a rich exchange of industry insights and perspectives, significantly enriching the academic and professional landscape for CJC's community.
<b>Adjuncts</b>	Each fall and spring semester, the department engages about 20 adjunct instructors (fewer in the summer), the majority of whom are active professionals within the industry. This strategy ensures that students gain exposure to the latest industry trends and standards. Adjunct faculty maintain close communication with the department chair and are often collaboratively paired with full-time faculty members for course delivery and immersive learning experiences, enhancing the educational journey with real-world insights and applications.

## DEPARTMENT OF ADVERTISING

<b>Guest Speakers</b>	Numerous courses within the department actively incorporate guest lectures from industry experts to enrich student learning. For instance, the course ADV4710 Advertising Portfolio I: Traditional Media Basics features presentations by over 10 acclaimed professionals who engage with students both in-person and through Zoom. Additionally, a variety of alumni and leading figures from the industry frequently visit classes, offering both students and faculty valuable opportunities to engage with and gain insights from distinguished thought leaders in the field.
<b>Programming</b>	In Summer 2022, faculty meticulously designed and developed a Study Abroad Program centered around the Cannes Lions International Festival of Creativity. This initiative was aimed at providing students with unparalleled exposure to the leading figures in advertising, PR, production, digital innovation and marketing from around the globe. The program serves as a unique opportunity for students to gain professional experiences, connecting with and learning from the who's who of the industry.
<b>Conferences and Orgs</b>	Our faculty actively engage in a wide range of external experiences and interactions with industry professionals through their involvement with prestigious organizations like the American Academy of Advertising (AAA), the International Communication Association (ICA), the Association for Education in Journalism and Mass Communication (AEJMC), the American Advertising Federation (AAF), among others. This engagement enriches the academic environment with real-world insights and professional connections.
<b>Outreach</b>	Faculty and administrators collaborate closely with industry leaders to facilitate the recruitment of students for internships, ensuring valuable professional opportunities and experiences.
<b>Professional Work</b>	Numerous faculty members are actively engaged in their respective professions, bringing a wealth of real-world experience to CJC's academic community. For instance, Mariano German-Coley contributes his expertise as a creative consultant for Apple and has also been a jury member for the Addy Awards. Lissy Calienes has been honored as a 2023 Multicultural Excellence Award juror and is a founding member of the Hispanic Advisory Council at the Cannes Lions Festival. Additionally, Dan Windels is president of the American Advertising Federation's District 4 chapter. These roles underscore the practical insights and industry connections faculty bring to their teaching and mentorship.
<b>Professional Connections</b>	Many Advertising Department faculty members boast substantial industry experience and maintain robust professional networks, having recently transitioned from notable positions in the field. For instance, Santiago Kember brings his expertise from his tenure as vice president and global planning director at Visual Latina. Mariano German-Coley contributes insights from his role as a creative director at Sony Music. Lissy Calienes shares her experiences as a senior art director at Saatchi & Saatchi, while Dan Windels offers his perspective from his time as a senior brand strategist at GSD&M Advertising. These connections not only enrich the curriculum but also provide students with invaluable insights into the current trends and practices in the advertising industry.

The **Department of Journalism** cultivates deep professional connections. Some examples:

DEPARTMENT OF JOURNALISM	
<b>Professional Advisory Council</b>	With about 25 members, the Council visits twice a year to meet with students and faculty. These members, most of whom are alumni, represent a variety of industries, most notably in legacy news organizations, TV stations, public media, new technology roles and journalism-adjacent professions.
<b>Adjuncts</b>	The department hires about 40 adjuncts per semester. Most adjuncts are current industry professionals, exposing students to current industry trends and expectations. They are in direct contact with the chair and occasionally are teamed up with full-time faculty in course/immersion experiences.
<b>Guest Speakers</b>	Many classes utilize guest speakers in their courses. For example, MMC3703 Sports Media and Society has more than a dozen national industry professionals speak to class in person and via Zoom. Alumni and others also visit courses where faculty have a chance to interact with and learn from industry professionals alongside students.
<b>Programming</b>	Since 2014, the Provost's Office has sponsored a Science Journalist in Residence program, where a nationally known science reporter spends a week at UF, interacting with students and faculty and participating in a public talk. In Spring 2024, a Business Journalist in Residence program was launched. Faculty and administrators are invited to participate in programming with the in-residence journalists.
<b>Conferences and Orgs</b>	Faculty are active in a variety of off-site experiences and interactions with professionals, including the Society of Professional Journalists, the Online News Association, Broadcast Education Association and National Association of Broadcasters, Investigative Reports and Editors NICAR conference, the National Association of Black Journalists, AEJMC and more.
<b>Outreach</b>	Faculty and administrators work with industry leaders on recruiting students for internships.
<b>Professional Work</b>	Many faculty are currently active in the profession. For example, Cynthia Barnett is an award-winning book author and environmental journalist. Herb Lowe completed a fellowship in the Sports Department of the Los Angeles Times in the summer of 2023. Moni Basu (who left CJC in 2023) is an active magazine writer. Ted Spiker is an active health writer.
<b>Professional Connections</b>	JOU faculty have deep industry ties, particularly those who recently worked in the profession and have maintained their connections. Examples include Ryan Hunt, who was formerly Sports Illustrated co-editor-in-chief; Ted Bridis, who was an award-winning investigations editor in AP's Washington Bureau; Joanna Hernandez, who worked at many news organizations, including the Washington Post; and Harrison Hove, a TV journalist with deep professional connections in the field.



The **Department of Media Production, Management, and Technology** is connected to the various professions in a range of ways. Some examples:

DEPARTMENT OF MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY	
<b>Professional Advisory Council</b>	With about 15 members, the Council visits twice a year either virtually or in person. The council advises on matters relating to the directions of, changes in and needs of the industry as a whole. It helps improve the curriculum to ensure courses remain relevant in a fast-changing media industry, and its members meet with students and faculty to strengthen the ties of the department and the industry. Council members come from various industries and work in professions reflecting the department's eclectic curriculum: screenwriting, sports production, data analytics, entrepreneurship, etc.
<b>Adjuncts</b>	The department hires about 30 adjuncts per semester. Many of them are current industry professionals and teach current trends and practices. All are in direct contact with the chair and some may be teamed up with full-time faculty in courses and/or immersion experiences.
<b>Guest Speakers</b>	Instructors frequently invite guest speakers to their courses. Some are alumni, and all are experts and/or industry professionals relevant to the course's content. In some instances (e.g., CJCxNYC study away program), students meet directly with industry professionals.
<b>Conferences and Orgs</b>	Faculty are active in off-site experiences and interactions with professionals, including BEA/NAB, the Association for Women in Sports Media, AEJMC, The Gotham Film & Media Institute, World Media Economics and Management, and more.
<b>Outreach</b>	Faculty and administrators work with the college's Office of Careers and Corporate Partnerships and industry leaders on recruiting students for internships.
<b>Professional Work and Connections</b>	Many faculty are still active in the profession. For example, Iman Zawahry's debut feature film in 2024 was released in streaming worldwide after a successful festival circuit and a limited theatrical release in the U.S. Tim Sorel is an award-winning documentary producer and director. Churchill Roberts has a long history of filmmaking and mostly recently has been working on the documentary "The Passing of a Traditional Society: The Kingdom of Women" and recently co-wrote a book "From Rock Around the Clock to Tik Tok: Eighty Years of Life, Learning and Hope." Most MPMT faculty members have a large network of professional connections through present and past professional experiences.
<b>Hands-On Study Abroad Programs</b>	Short-term and study-abroad programs with hands-on, professional elements have been created and run regularly. Since 2022, a special topics course – "Globalizing American Sports" – has given more than 50 students the opportunity to create media content surrounding a major American sporting event within a global context. The six-day study-abroad programs accompanying the course (e.g., NFL in Germany and NBA in Paris) included visits to media and/or sports companies and workshops or lectures from guest speakers (e.g., the press relations officer of the German Olympic Committee, sports journalists at the <i>Frankfurter Allgemeine Zeitung</i> , the Digital Content Manager of the Chicago Bulls in Paris, etc.)



The **Department of Public Relations** maintains deep professional connections. Some examples:

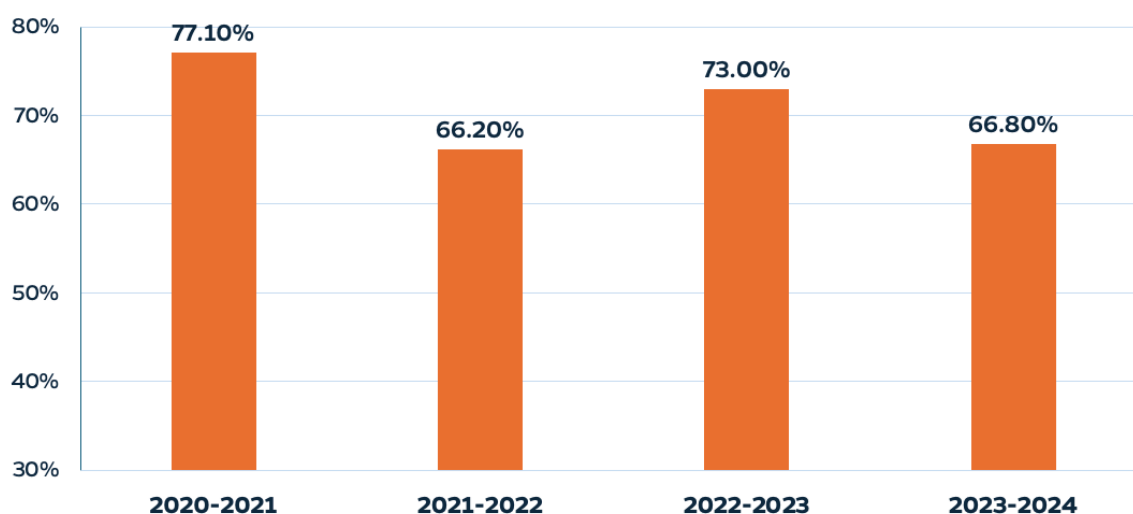
DEPARTMENT OF PUBLIC RELATIONS	
<b>Professional Advisory Council</b>	With approximately 30 members, the Council meets twice a year to engage with students and faculty. Members represent a variety of job settings, including large and small agencies, like H+K and SourceCode, major brands such as Disney and Wells Fargo, government and social cause roles, and small-firm owners. Many are considered to be at the very top of their profession.
<b>Adjuncts</b>	The department hires about 40 adjuncts per semester. Most adjuncts are current industry professionals, exposing students to current industry trends and expectations. They are in direct contact with the chair and occasionally are teamed up with full-time faculty in course/immersion experiences.
<b>Guest Speakers</b>	Faculty frequently draw on and utilize guest speakers in their courses. In a typical year, the department has more than 100 guest speakers in-person or on Zoom across various courses. The department ensures that it covers a range of experience – from recent alums to seasoned CCOs – and ensures diversity in speakers and the industries they represent.
<b>Programming</b>	In 2022, the College launched CJCxNYC, an immersive summer program connecting students and employers in New York City, widely recognized as the heart of public relations in the US. The program is led by Natalie Asorey, a full-time PR faculty member who relocated to NYC permanently. The program has grown from a single summer program primarily for public relations students to multiple summer options, including two one-week experiences and semester-long summer and fall internships, offerings that are open to all departments. All of the offerings have students embedded and working in real-world communication organizations in NYC.
<b>Conferences and Orgs</b>	Faculty are active in a variety of off-site experiences and interactions with professionals, including Institute for Public Relations, Page, The Plank Center, PR Museum, PRSA Foundation, Commission on PR Education, AEJMC and more.
<b>Outreach</b>	Faculty and administrators work with industry leaders on recruiting students for internships.
<b>Professional Work</b>	Ann Searight Christiano, director of the Center for Public Interest Communications, is actively engaged in professional work and training focused on using strategic communication for social good. Several of the College's scholarly faculty also frequently create work relevant to the profession, such as Marcia DiStaso's work with Ragan PR and Rita Men's editorials on the importance of internal communication during the COVID-19 pandemic.
<b>Professional Connections</b>	Many PR faculty have deep industry ties (and were recently in the profession), so they have strong professional connections. For example, Pat Ford is the former vice chair of Burson-Marsteller, Mickey Nall was the Atlanta head of Ogilvy PR, Angela Bradbery was the director of communication for Public Citizen, and Christine Bucan was SVP at Beber Silverstein. These connections allow us to have ties to different industries and cities, which enriches students' experiences.

**8. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a separate digital file, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites.**

Internships are not required for any of the College's majors; however, all students are encouraged to acquire as much professional experience as possible before graduation. Various units within the College – such as the Knight Division for Scholarships and Student Inclusion, the Office of Careers and Corporate Partnerships, as well as the individual departments – assist students in gaining internships and work experiences. In some cases, students find the internships through professional and personal contacts. Specific guidance on internships from each of the College's departments is [available here](#).

The College continues to have success in encouraging students to complete a professional internship. The number of students taking internships, though, has declined in the past seven years primarily because so many immersion opportunities now exist inside the College for students to get professional experience, such as the television and radio stations, the Innovation News Center, as well as The Agency. Still, in 2023–2024, 67% of the graduating seniors filling out their Exit Survey said that they completed an internship, and 34% of those completed two or more.

**INTERNSHIP PARTICIPATION** (CJC Graduation Survey)



The CJC Office of Careers and Corporate Partnerships (OCCP), in conjunction with the UF Career Connections Center, sponsor in-person Career in Communications Fairs in the fall and spring semesters, and the OCCP on its own holds a virtual Communications Career Fair three times a year, in which students can find both jobs and internships. About 35–50 companies participate in each of the in-person events, and 7–10 in each of the virtual ones.

The College also maintains listings of internship opportunities. The listings are available to students seeking either for-credit or non-credit internships. A newsletter goes out to the CJC student listserv every Friday from the Knight Division for Scholarships and Student Inclusion that lists potential job and internship opportunities.

Internship sites are identified in many ways, including contacts from organizations seeking interns, faculty contact with organizations soliciting participation in an internship program and inquiries to the Knight Division, the Career Resource Center, the Director of Development and Alumni Affairs, and the department chairs. Students may also utilize their own resources to locate internships.

For more on college-wide efforts to identify and place students in internships, see Standard 6.

Generally, the departments – either the department chair or their designee – coordinate, supervise, and evaluate internships for academic credit. Non-credit internships are handled by students and sponsoring organizations, although informal feedback from students may result in removing the sponsoring organization from internship listings.

In each department, the chair is responsible for approving internship sites and supervising internships for academic credit. For approval, the site must provide supervision and training from individuals with substantial professional experience. Responsibilities and duties must provide relevant experience for career skills development. Students' personal evaluations of their internship, including a description of actual duties and responsibilities, are used to identify internship sites that do not meet department standards.

Each department has an internship course, all numbered 4940 (for example, ADV4940 and JOU4940). Credit for the course varies from zero to three credits per semester. Registration in the internship course is departmentally controlled. Students are required to submit completed applications, including a description of their responsibilities, along with an agreement or letter signed by the internship supervisor. After the application is approved, the department enrolls the student in its internship course. Applications that do not meet internship standards are denied.

Students submit weekly or monthly reports and a final report describing their activities. At the conclusion of the internship, the organizational supervisor submits a letter or form of evaluation to the department. All of the departments include an evaluation of interns based on ACEJMC values and competencies in supervisors' final reports. Grading for the internship course is S/U, satisfactory or unsatisfactory. Department chairs assign the grade after reviewing each student's reports and evaluations.

The **Department of Advertising** presents students with two enriching internship pathways: ADV4940 Advertising Internship and ADV4941 Advanced Advertising Internship. For eligibility, students must be juniors or seniors within the Advertising major, maintain a minimum overall GPA of 2.50, achieve a 2.50 or higher in professional coursework, and have completed specific major-related classes. These prerequisite courses include MAR3023 Principles of Marketing, ADV3008 Principles of Advertising, ENC3252 Writing for Strategic Communication or ENC3254 Professional Writing in the Disciplines, alongside an additional course pertinent to the internship focus.

For those seeking a flexible for-credit internship, ADV4940 is ideal. The core requirement of ADV4940 involves composing weekly reports that detail the intern's activities and learning experiences throughout the internship. Alternatively, ADV4941 offers a more structured for-credit internship experience. Beyond the weekly reports, ADV4941 interns engage in reflective writing assignments that deepen their understanding of their internship experiences. These assignments culminate in a comprehensive reflective piece showcased in a personal e-portfolio. Additionally, regular feedback sessions with the sponsoring organization's supervisor are integral to ADV4941, ensuring ongoing performance evaluations. When enrolled for three credits and meeting the weekly hour commitments, ADV4941 fulfills the immersion experience requirement for the Persuasive Messaging Track of the B.S. in Advertising.

Notable organizations offering recent internships to students include GroupM, Forbes, Kellogg's, Universal Orlando, Warner Bros. Discovery, Intel, Clio Awards, Publicis Media, Pepsi, NBC/Universal Media, Tiffany, and Pfizer.

The **Department of Journalism** requires department approval for students interested in an internship for credit. The decision is based on two factors: the job description (for academic credit, students must have professional responsibilities) and the nature of the student supervisor (must be an industry professional). All internship applications are reviewed by the department chair. Students must supply a detailed job description, the name of the employer and, in some instances, an example of the work done by the employer. Interns are expected to file three progress reports during a semester. These can be e-mails listing daily assignments or an informal note describing experiences on the job. A summary report is due at the end of the internship. This helps the department evaluate the internship experience and is not shared with the employer.

The summary should include what the experience was like, the things the intern did for the employer, and what sort of guidance and criticism the student received. An evaluation by the employer is required and is used to determine S/U grades.

**Criteria for for-credit internships:**

- Must be journalism, media or communications internship.
- The supervisor must be an industry professional.
- Must complete course expectations in addition to roles in internship.
- Can repeat internship credit (up to 6 credits total) and can repeat at the same organization.
- 60 hours of work equates to 1 credit hour (students may take 1 to 3 credits per semester).
- Supervisor must complete evaluation form through Qualtrics at end of internship.

Sample internships/fellowships of recent JOU students include CNN, New York Times, Washington Post, LA Times, WESH in Orlando, NBC, various local news outlets, various professional sports teams.

In the **Department of Media Production, Management, and Technology**, students can earn internship credits for work done outside of the College (including at other UF units, such as GatorVision or News and Public Affairs) and earn immersion credits for work done within the College (e.g., for the Division of Media Properties or The Agency). Where internship sites are not otherwise known, research is conducted, which may include personal contact to determine the nature of the site, the experience, and what supervision the student will receive. Students may earn up to three credits for an internship (60 hours of work per credit hour) with the department chair's approval. Grades are S/U.

Students doing internships must complete a three-to-five-page report monthly, and a final five-to-seven-page report at the end of the semester. Students must also receive a satisfactory evaluation from their supervisor, who evaluates them using a questionnaire sent via Qualtrics directly to them by the departmental administrative assistant to ensure the integrity of the process.

MPMT student internships include work at companies such as NBC Saturday Night Live, the SEC network, The Walt Disney Company, CBS Broadcasting Inc., Warner Bros. Discovery, The Coca-Cola Company, NBC Universal, Focus Features, Nike Inc., and Inter Miami CF.

The **Department of Public Relations** encourages students to complete multiple internships, but prefers that students complete internships for pay rather than for credit. Students are able to count up to three credits per internship (the student must complete 65 hours of work per credit) as elective credits for their degree, but are advised that they should be doing more internships in order to earn a top job placement upon graduation.

If a student wants to complete an internship for credit, they submit an application and a letter from their employer detailing the internship job duties and expected work hours to the department chair, who reviews each application. In order to be eligible for internship credit, students must have passed PUR3000 Principles of Public Relations, PUR3500 Public Relations Research Methods and JOUR3100 Reporting. The internship must be supervised by a PR professional and the student's job duties must be on-the-job learning experiences relevant to public relations.

During the internship, students submit progress reports every week describing the work they completed and the number of hours worked. At the end of the term, the student submits a self-evaluation describing what they learned and assessing their performance. The student's supervisor is also required to submit an evaluation of the student's work. A copy of the evaluation form is [available here](#). Successful completion is determined through the completion of the required number of hours and an acceptable supervisor evaluation.

Recent internship providers include BCW, Golin, Carnival Cruise Lines, Public Citizen, Institute of Public Relations Research, Lippe Taylor, Hill+Knowlton Strategies, Univision, SourceCode Communications, and Rakuten.