

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. During the past seven years, we focused on strategies to teach effective storytelling, based on progressive research, which will benefit society. Further, we worked to ensure that we are preparing our students for today's multimedia environment, having acquired real world experience through our "teaching hospital" approach. We renovated and built new facilities including the Innovation News Center (INC) in 2012 for students aspiring to careers in multimedia journalism, and The Agency in 2015 for those wanting to work in advertising and public relations. These facilities are crucial to creating an intersection of curriculum that focuses on storytelling, science, and social good.

The college substantially revised its curricula over the past seven years, with an emphasis on cross training our students to meet the challenges of the current and future media landscape. We created a flexible curriculum that reflects the complex state of the media today and that looks toward the future. In 2013-14, the College created a cross-College task force to look at ways to combine courses that overlapped across majors. Our goal was to not only improve efficiency, but also to allow students of different majors to interact and collaborate as a way of increasing diversity of viewpoints. The four departments voted to approve all of the task force's recommendations and now includes those courses in its degree plan, including combined classes in visual communication, media ethics, introduction to media, media entrepreneurship, and personal branding. We identified core competencies we wanted to emphasize, including increased skills and knowledge in:

- writing
- video, visual, and digital media
- critical thinking
- cross-discipline understanding
- research, analytics, and numeracy
- media literacy

We underwent an extensive and collaborative process to develop new courses around these core competencies and integrate them into the curriculum. While degree plans still have a departmental focus, the college has also created a common core of classes required of most majors. For example, most undergraduate students take *MMC 4200 Law of Mass Communication*, *VIC 3001 Sight, Sound and Motion*, *MMC 3203 Ethics and Problems in Mass Communication*, and *MMC 3420 Consumer and Audience Analytics*.

How the departments updated the curriculum

The college offers four undergraduate degrees in advertising, journalism, public relations, and telecommunication. Each department's faculty has designed one or more curricula tracks to meet the specific needs of its affiliated profession.

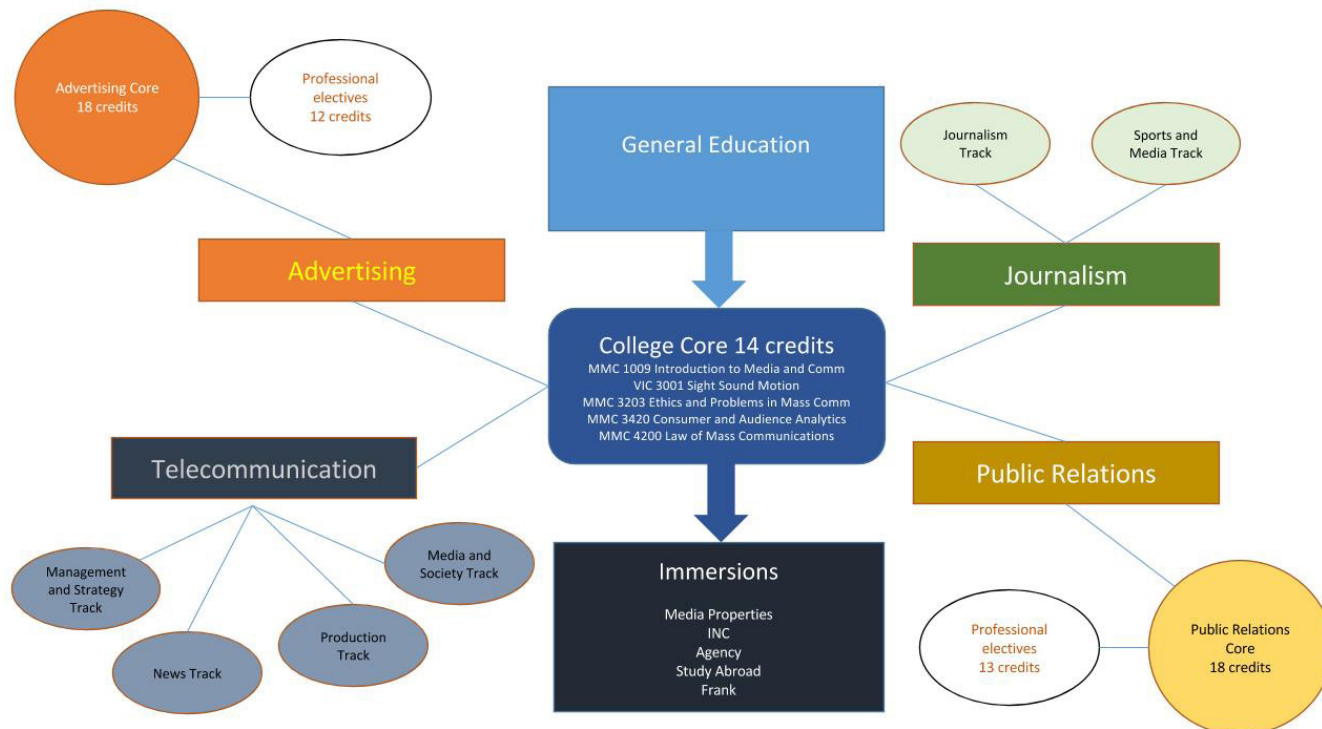
The **Department of Advertising** experienced a 25 percent increase in enrollment between 2014 and 2016. Approximately 200 of its 615 majors participate in Ad Society which has organized professional networking trips to Chicago, New York, Atlanta, Austin, and Miami in the past two years. Campaigns classes in the past year have served companies including Yamaha, Sallie Mae, Piesanos, and Tervis as clients.

The **Department of Journalism** recently launched a cross-discipline specialization in Sports and Media, started up two-course sequences in data journalism and coding for journalists, experimented with new courses in video storytelling, social media, environmental journalism, data journalism, web apps, health media innovations, and sports and social issues, among other topics. The faculty is revamping its curriculum to continue to be current, flexible and relevant to the next generation of media specialists.

The **Department of Public Relations** offers a curriculum that emphasizes writing and critical thinking skills, digital media communication, strategic perspectives and creativity, and effective storytelling for social change. The College hosts one of the most in-depth public relations programs in the country, with a balance between skills-based and conceptual courses and real-world opportunities. Students have immersion opportunities in The Agency, Alpha Productions, and the Bateman team.

The **Department of Telecommunication** offers four specializations: management and strategy, news, media and society, and production. Students in this program can benefit from access to the media properties housed within the College including two commercial radio stations, two public radio stations, one public television and one commercial weather television station. The media properties allow our students to produce professional products for television and the web, while gaining hands-on experience with state of the art equipment. All bachelor's degrees require 124 semester credit hours. (Plans for each major's curriculum are presented in Appendix 2A).

The College is in full compliance with ACEJMC's 72/52 rule. In the two academic years preceding the accreditation visit – 2015-16 and 2016-17 – 100 percent of the graduating majors completed 72 or more semester hours outside the College, and 100 percent had 65 or more semester hours in the liberal arts and sciences. (See Part I, General Information, Question 20).



Question 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 course and categories as needed.

The department degree plans are provided on page 111. A complete set of syllabi for all undergraduate and graduate courses offered by the College will be available in the visiting team’s workroom for the Fall 2016, Summer 2017 Summer, and Spring 2017 semesters. Sample syllabi are available in Appendix 2C. Copies of transcripts of 25 percent of the students who earned bachelor’s degrees in each of the College’s four majors in 2016-17 will be available in the Student Services Office.

The specific course requirements for each major and sequence are detailed on page 103 at the end of this standard.

Question 2. Explain how requirements for the major do not exceed the maximum credit hours allowable under the 72-credit hour rule and how students comply with the minimum of 72 hours they must take outside journalism and mass communications. If a minor is required, include those details.

Students from all majors in the college are required to take 72 credits of non-CJC courses. Specific degree requirements and 8-semester plans for each major are included in the course catalog and are available on each student’s individualized audit, available online. All majors complete a specified outside concentration of 12 hours in an area of specialization chosen by the student, and general education classes that offer a broad exposure to the liberal arts and sciences.

Outside Concentration

All students must complete an outside concentration, defined as 12 credits of coursework in a department outside of the college. Nine of the twelve credits are from courses at the 3000 level or above. In lieu of an outside concentration, a student may complete an approved UF minor that is offered outside of the college.

General Education

All students in the college complete general education requirements that meet or exceed minimums established by the university. The courses, established by the State of Florida, include:

History:

AMH 2020 United States History since 1877 (3 credits)

English Composition:

ENC 1101 Expository and Argumentative Writing (3 credits)

ENC 1102 Argument and Persuasion (3 credits)

ENC 3254 Professional Communication (3 credits) (required of all majors except Journalism, which requires 3 additional credits of a course with an ENC prefix)

Behavioral or Social Science:

One course from *POS 2041 American Federal Government* or *PSY 2012 General Psychology* (3 credits)

Biological or Physical Science:

One physical science course (3 credits) and one biological science course (3 credits) from an approved list of state general education requirement courses

Humanities:

IUF 1000 What is the Good Life and two additional humanities class such as *THE 2000 Theater Appreciation*, *MUL 2010 Experiencing Music*, or *ARH 2000 Art Appreciation: American Diversity and Global Arts*

Math:

STA 2023 Introduction to Statistics 1 and one additional pure math class

Public Speaking:

One course from *SPC 2608 Introduction to Public Speaking* or *ORI 2000 Oral Performance of Literature* (3 credits)

Foreign Language or Quantitative Option:

Students must successfully demonstrate proficiency or complete college-level credits in a single foreign language (in addition to the university's foreign language requirement for admission). Competency in language can be demonstrated several ways, including completing two introductory courses in a language offered by UF (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 language proficiency, the student may choose a quantitative option. The option requires completing 8 credits of courses emphasizing numeracy, such as *ACG 2021 Introduction to Financial Accounting* (3 credits), *STA 2122 Statistics for Social Science* (3 credits), or *ISM 3004 Computing in the Business Environment* (4 credits)

Question 3. Describe how the core and required courses instruct majors in all of ACEJMC’s 12 professional values and competencies with a balance of theoretical and conceptual courses and skills courses.

This section describes how the competencies required by ACEJMC are introduced and reinforced in the curriculum. The following chart shows how individual courses address the core competencies.

Map of Core Competencies as Applied in the CJC Curriculum

| | | Principles of freedom of expression | History and role of media in society | Diverse society and audiences | Global cultural perspectives | Academically informed communication practices | Ethical principles for communication | Critical, creative and independent thinking | Research methods and analysis | Clear and precise writing | Accuracy, fairness and clarity | Data, numbers and statistics | Communication tools and technology |
|-------------------|---|-------------------------------------|--------------------------------------|-------------------------------|------------------------------|---|--------------------------------------|---|-------------------------------|---------------------------|--------------------------------|------------------------------|------------------------------------|
| | College Core Classes | Blue | | Blue | Green | Blue | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| Advertising | Departmental Core Classes | Green | Blue | Blue | Green | Green | Blue | Blue | Blue | Blue | Green | Blue | Green |
| | Departmental Elective Classes | Green | | Blue | Blue | Blue | Green | Green | Blue | Blue | Blue | Blue | Green |
| | Capstone Class | | | Green | | Blue | | Blue | | Blue | Green | Blue | Green |
| | Departmental Core Classes | Blue | | | | | Blue | | Blue | Blue | Blue | | Blue |
| Journalism | Departmental Core Classes | | Blue | Blue | Blue | | Green | Blue | | Blue | Blue | | Blue |
| | Departmental Elective Classes | | Blue | Blue | | | Green | Blue | | Blue | Blue | | Blue |
| | Capstone Class | | Green | Green | | | Blue | Blue | | Blue | Blue | | Blue |
| | Departmental Core Classes | Blue | Blue | Blue | Green | Green | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| Public Relations | Departmental Core Classes | Blue | Blue | Blue | Green | Green | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| | Departmental Elective Classes | Green | Green | Blue | Blue | Green | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| | Capstone Class | | | Blue | | Blue | Blue | Blue | Blue | Blue | Green | Blue | Green |
| | Departmental Core Classes | Blue | Blue | Blue | Green | Green | Blue | Blue | Green | Blue | Blue | | Blue |
| Telecommunication | Departmental Core Classes | | | Blue | Green | Green | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| | Departmental Elective Classes | | | Blue | Green | Green | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| | Capstone Class | Green | | Blue | | | Blue | Blue | Blue | Blue | Green | Blue | Blue |
| | Key: Blue indicates a direct goal of the class Green indicates it is a secondary goal of the class | | | | | | | | | | | | |

Competency 1: Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

All students in the college, save those in the Department of Telecommunication, take *MMC 4200 Media Law*. Telecommunication students take a similar course with a broadcast media focus, *RTV 4700 Telecommunication Law and Regulation*. Among the course goals of *MMC 4200* 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 the freedom of expression within a Western, liberal 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 the competency, including freedom of the press, dissent, and laws that affect various categories of speech (commercial speech, obscenity, pornography, hate speech, etc.) are also modules of *ADV 3008 Principles of Advertising*, *MMC 2604 Mass Media and You*, *MMC 3203 Ethics and Problems in Mass Communication*, *PUR 3000 Intro to Public Relations*, *RTV 3000 Introduction to Telecommunication*, and *RTV 3411 Race, Gender and Class in the Media*.

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

The upper-level introductory courses of three majors include modules relevant to introducing, reinforcing, and assessing the competency. For advertising majors, the relevant course is *ADV 3008 Principles of Advertising*. Public Relations majors rely on *PUR 3000 Principles of Public Relations*, and Telecommunication majors discover the history of their field in *RTV 3001 Introduction to Telecommunications*. Journalism majors are introduced to the history of their profession in two classes: *MMC 2604 Mass Media and You* and *JOU 4004 History of Journalism*.

Competencies 3 and 4: Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications; and demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

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.

Within the college, appreciation of diversity, both in the United States and globally, is an important focus of many courses. Global and national diversity concerns are covered in detail in *RTV 3411 Race, Gender, Class and the Media*. The course focuses on goals that include having students:

- Identify how cultural, social, and economic privilege can influence the media and media products.
- Learn about the media's influence over culture and stereotypes.
- Challenge various assumptions about barriers to diverse audience reach.
- Adapt professional practices and personal views to fit the needs of a diverse population.
- Develop sensitivity towards embracing differences in media coverage.
- Become an informed media consumer.

Diversity at many levels also represents an important component of courses such as *ADV 4400 International and Cross-Cultural Advertising*, *MMC 3203 Ethics and Problems in Mass Communication*, *MMC 3210 Sports Media Law and Ethics*, *PUR 4203 Ethics and Professional Responsibility*, *PUR 4404c International Public Relations*, *RTV 3001 Introduction to Telecommunication*, *RTV 3405 TV and Society*, *RTV 4930 Social Media and Society* and *RTV 4930 Islam, Media, and Pop Culture*.

Competency 5: Understand concepts and apply theories in the use and presentation of images and information.

All majors in the college are required to complete *VIC 3001 Sight, Sound and Motion*. This course 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 *ADV 4101 Copywriting and Visualization*, *ADV 4800 Advertising Campaigns*, *JOU 3213 Design*, *JOU 3220c Visual Journalism*, *JOU 3601 Photographic Journalism*, *JOU 4214 Advanced Design*, *JOU4604 Advanced Photographic Journalism 1*, *JOU 4605, Advanced Photographic Journalism 2* and *JOU 4930 Video Storytelling for the Web*.

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

All majors, save those in public relations, require *MMC 3203 Ethics and Problems in Mass Communication*. The course 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, and apply ethical reasoning standards across multiple mass communication disciplines. Public Relations majors take a specialized course, *PUR 4203 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; and teaching leadership theories and principles for ethical leadership and corporate social responsibility.

Many other courses contain modules relevant to introducing, reinforcing, and assessing the competency, including *ADV 3008 Principles of Advertising*, *MMC 2604 Mass Media and You*, *JOU 4930 Sports Media and Social Change*, *MMC 3210 Sports Media Law and Ethics*, *MMC 4302 World Communication Systems*, *MMC 3614 Media and Politics*, and *RTV 3930 Digital Media and Ethics*.

Competency 7: Think critically, creatively and independently.

Many courses in the college emphasize critical and creative thinking skills. Among the most important are *ADV 4101 Copywriting and Visualization*, *ADV 3302 Great Ideas in Marketplace Communication*, *ADV 4930 Break the Internet*, *JOU 4201 Newspaper Editing*, *JOU 4202 Advanced Editing*, *JOU 4930 Advanced Web Apps*, *JOU 4950 Applied Online Journalism*, *MMC 3254 Media Entrepreneurship*, *PUR 3622 Social Media Management*, *RTV 3101 Advanced Writing for Electronic Media*, *RTV 3305 Investigative Reporting for Broadcast Journalists*, *RTV 3601 Performance in Telecommunication*, and *RTV 4929c Advanced Production Workshop: Directing Drama*.

Competency 8: Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

All four majors require classes that involve students in conducting research and evaluating information by methods appropriate to their professions. These classes include: *ADV 3501 Advertising Research*, *ADV 4800 Advertising Campaigns*, *JOU 4930 Data Journalism*, *JOU 4930 Data Literacy*, *PUR 3500 Public Relations Research*, *PUR 4800 Public Relations Campaigns*, and *RTV 3305 Investigative Reporting for Broadcast Journalists*.

The research classes for Advertising and Public Relations are similar in teaching students techniques for formative research relevant for a messaging campaign. Classes such as *ADV 3501 Advertising Research* and *PUR 3500 Public Relations Research* teach students how to conduct secondary research, qualitative primary research (focus groups, depth interviews) and survey research.

All majors except Journalism require *MMC 3420 Consumer and Audience Analytics*. This class focuses on learning outcomes that encourage students to:

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

Competency 9: 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. The four departments require *ENC 1101 Expository and Argumentative Writing* and *ENC 1102 Argument and Persuasion*, or their equivalents. Three departments (excluding Journalism) require *ENC 3254 Specialized Writing in the Discipline*. The latter course has been customized by the Writing Center at UF for majors in Advertising, Public Relations, and Telecommunication. While Journalism does not require this class they do require a third English class.

The college also offers its own classes devoted to developing clear, correct, and compelling writing in the disciplines. Advertising majors are required to take *MMC 2100 Writing for Mass Communication*. This course emphasizes learning outcomes related to:

- Clarity, accuracy and timeliness of 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 Telecommunication news majors take additional focused writing classes. These include MMC 2121 Writing Fundamentals for *Communicators*, PUR 4100 *Public Relations Writing* and JOU 3101 *Reporting*. The reporting class at UF is justifiably famous for improving news writing skills through heavy penalties for fact, grammar, or spelling errors. Through 2017, Journalism and Public Relations majors are also required to take JOU 3109c *Multimedia Writing*. The revised Journalism curriculum will introduce a new course immersing majors in the Innovation News Center (INC). Students will pitch, research, and create news stories on a variety of platforms in the class.

Competency 10: 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 must pass *MMC 2121 Writing Fundamentals for Communicators*. This course emphasizes style and accuracy in writing and focuses on encouraging students to “Practice 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.”

Competency 11: Apply basic numerical and statistical concepts.

All college majors are required to take an introductory statistics course (it is, in fact, part of our critical tracking and most take *STA 2023 Introduction to Statistics*) and at least one basic math class. Students who choose not to complete a foreign language are required to complete 8 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: *ADV 3500 Advertising Research*, *ADV 4300 Media Planning*, *ADV 4800 Advertising Campaigns*, and *MMC 3420 Consumer and Audience Analytics*. Public Relations students gain knowledge of these concepts in *PUR 3500 Public Relations Research*, *PUR 4800 Public Relations Campaigns*, and *MMC 3420 Audience Analytics*. Telecommunication management majors must also take the audience analytics class.

Competency 12: Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Since our last accreditation, the college has created and offered a new digital literacy class, *VIC 3001 Sight, Sound and Motion*. The course is an introduction to the creation and effective use of digital messages and is required for all majors in the college. The learning objectives for the course are outlined under Competency 5.

In the Department of Advertising, other required courses relevant to introducing, reinforcing, and assessing the competency: *ADV 4101 Copywriting and Visualization*, *ADV 4300 Media Planning*, *ADV 4800 Advertising Campaigns*. The copywriting course makes extensive use of the Adobe Creative Suite, while the media course involves specialized media programs and spreadsheet tools. The advertising campaigns course makes use of tools such as Qualtrics and SPSS for data analysis and other research needs.

In the Department of Journalism, many other courses use these tools and software covered in *VIC 3001 Sight, Sound and Motion* as well as other digital tools, including *JOU 3213 Design*, *JOU 3601 Introduction to Photojournalism*, *JOU 4930 Visual Storytelling*, *JOU 4930 Innovative Storytelling*, and *JOU 3109 Multimedia Writing*, as well as advanced versions of these classes. In addition, the department has introduced four courses in data and coding that utilize basic and advanced digital skills, including software in data analysis and computer programming. These classes include *JOU 3305 Data Journalism*, *JOU 4930 Dataviz and Mapping*, *JOU 3363 Intro to Web Apps for Communicators* and *JOU 4364 Advanced Media Apps for Communicators*.

As a discipline which relies heavily on equipment and facilities, the Department of Telecommunication meets this competency by providing and maintaining an inventory of equipment, and by providing curricular experiences which allow students to learn the mechanical operation and appropriate uses of these resources. A complete equipment inventory is provided in Appendix 7B.

Telecommunication students can gain experience in tools and technologies in the academic department, in the Division of Media Properties, GatorVision, other University activities, such as Instructional Development, and through internships. Particularly in the case of broadcast news courses, and some sports courses, students use a mix of department and DMP resources.

In general, cameras and related equipment are replaced about every five years. Since students in the specific courses have paid a fee, the use of that equipment is limited to students in the courses. 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.

An inventory of cameras and related equipment as of the end of the Spring 2017, semester is provided in Appendix 7B. Equipment that has been purchased and will be added to the inventory beginning in Fall 2017 includes additional cameras for the new *RTV 3512 Electronic Field Production 2* course, as well as replacements for equipment in other courses.

To house and facilitate the growing demand for equipment from throughout the College, the equipment room was renovated and expanded in Summer 2016, using College private funding. Additional storage space, also paid through private funds, was added in Summer 2017.

The equipment room staff consists of one full-time employee, and two part-time student employees. A third is scheduled to be added in Fall 2017. 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.

Question 4. Explain how instruction, whether onsite or online, 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 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 particularly graduate student teachers, regularly refresh courses and assignments to include new tools for both creative and strategic advertising dimensions.
- Professors challenge students to explain and defend evaluation metrics for social media when the sources of those metrics are not known third-party providers (e.g., relying on Facebook analytics to evaluate the purchase of Facebook advertising).
- Students regularly travel to major agencies and media companies to observe and learn about new developments (e.g., Facebook, NBC/Universal, Mindshare, Ogilvy, Omnicom’s Hearts & Science, BBDO, Droga5, etc.).
- Guest speakers, including many 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 CPA (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 analytics and mobile app development, and these courses are now either required or encouraged as professional electives for advertising.
- Our current curriculum revision proposal includes new courses in digital media insights and branding.

The **Department of Journalism** has gone through three significant curriculum revisions since the last accreditation. In general, the department offers a base core, electives, and capstone experience. The core classes center around reporting and writing, fact-finding skills (public records), law and ethics, and visual communication. Students are encouraged to take courses in new technologies and experiment with a diverse set of course offerings. Students also work in the Innovation News Center as a part of their required curriculum.

In 2016-17, the department voted to amend its curriculum in order to achieve a number of goals, most notably to better prepare students to work in collaborative environments with more advanced skill sets. Among the main objectives were to have our students get deeper skills in current and future areas of study. The main changes that came out of the curriculum revision were:

- Elimination of the single-topic capstones (the department had nearly 10) and addition of a collaborative capstone, in which students with various skill sets come together to work on long-term journalism projects in teams of three.
- Addition of a mandatory two-course sequence in an area of specialty. This can be in data journalism, coding, photo, design, magazine-style writing, specialized reporting, and more. The point is that students will have a one-two sequence to develop an advanced skill set to prepare them for the collaborative capstones.
- Addition of an intermediate multimedia reporting course to develop both skills in beat reporting and in multimedia tools. This class will introduce students to the Innovation News Center and give them skills to build off the introductory reporting course. To make room, the department eliminated an intro class that comes before the reporting class.
- Addition of a 1-credit data literacy class to ensure that all journalism students are comfortable with using numbers in a media context. This is designed as a flipped class in which lectures are online and workshops are live.

Sports and Media specialization: In 2016, the department introduced a track in sports and media that includes courses from journalism and other departments in the College. This track allows for our sports-focused students to have a multi-discipline curriculum focused on all sides of sports journalism and communication.

Collaborative College curriculum: In 2013-14, the College created a cross-College task force to look at ways to combine courses that overlap across other majors – to not only improve efficiency, but also to allow students of different majors to interact and collaborate as a way of increasing diversity of viewpoints in the curriculum. The department voted to approve all of the task force’s recommendations and now includes those courses in its degree plan, including combined classes in visual communication, media ethics, introduction to media, media entrepreneurship, and personal branding.

Other curriculum points of note: The Department of Journalism has prioritized offering new classes as a way of helping students gain skills in new areas of technology and storytelling.

Most notably, Professors Mindy McAdams and Norm Lewis have led the way in their development of two-course sequences in coding and data. Their efforts have ensured that the department curriculum has stayed current, relevant, and flexible.

The new courses that have been offered include:

- Data Journalism
- Data Numeracy
- Intro to Web Apps (coding)
- Advanced Web Apps (coding)
- Social Media Management
- Data Visualization (Spring 2017)
- Audience Engagement
- Innovative Storytelling
- Video Storytelling
- Environmental Journalism
- Entertainment Reporting
- Health Media Innovations
- International Journalism
- Nature/Adventure Journalism
- Religion and News
- Solutions Journalism
- Mass Media and Health
- Sports and Social Issues
- Intro to Media Research
- Science Reporting
- International Humanitarian Communication
- Hearst Special Projects

In addition, Professor Norm Lewis was responsible for adapting and integrating our *JOU 4201 Editing* class into the Innovation News Center as a way to bridge curriculum and immersive experiences. That class, now named *JOU 4201 News Center Practicum*, is the main course that funnels through the INC. The new curriculum as outlined above will change the flow of students through the Innovation News Center, but this curriculum change was a fundamental shift in the way that students learn in a practical-setting environment in the department.

The **Public Relations Department** recognizes that maintaining pace with the digital and technological transformation the industry is facing can be challenging. Staying informed is an ongoing endeavor that requires a close eye to changes in the profession along with current trends in human interaction. Staying nimble in academia and in the profession can be difficult, so in some ways, we are all challenged to keep up with the changes happening around us. This highlights the importance of keeping up to date on new social media tools, new digital technologies and other technological advances. Public relations students and faculty are encouraged to stay as informed as possible and often readings, assignments and projects are included in the curriculum to encourage critical thinking and experience with different digital tools and technologies.

The current state of digital and technology in the department:

- We offer *PUR 3622 Social Media Management*, an online course that many of our majors (both in-residence and UF Online students) take.
- Each of our core public relations courses typically include at least one module that includes writing for social media, analyzing social media, or reviewing campaigns and/or case studies involving social or digital media.
- The faculty are currently discussing a curriculum review and early conversations have identified technology and digital media as areas of high importance for student skills, but a low focus in the existing program.

The **Department of Telecommunication** believes that skill in the use of technology and tools is a major objective of the curriculum. The department began instruction in web development in the mid-1990s, and our Production-track editing equipment was digital non-linear by the late 1990s.

In 2016 the University approved a new required Production course, *RTV 3320 Electronic Field Production 2*. We realized that our Production track has required fewer such courses than at peer universities and programs, and this is an attempt to bring our students to an equivalent level of instruction. We have also added a new option in our Advanced Production Workshop sequence: Narrative Filmmaking. The objective is to better prepare interested students in the production of scripted fiction story-telling. Also on the Production side, the department supports several student-operated experiences, notably ChomPics, in which students produce a variety of scripted dramas, comedies, and entertainment news. The department makes equipment and other resources available to these students, and pays an adjunct instructor to supervise and advise the students. Several of the ChomPics productions have won national awards.

In Fall 2016, the department began offering *MMC 3420 Consumer and the Audience Analytics*, a course required of students in our Management and Strategy track, an elective option in our Media and Society track, and required of students in Advertising and Public Relations. About 150 students, in six sections, will be enrolled in Fall 2017.

Several other courses were formally approved by the University to begin in Fall 2016, although several had been taught as Special Topics courses in prior years. These include:

- *MMC 3630 Social Media and Society*
- *RTV 3593 Multimedia Sports Reporting*
- *RTV 4590 Digital Games in Communications*
- *RTV 4591 Applications of Mobile Technology*
- *RTV 4811 Innovation in the Media Industry*

Students also can learn the tools and technologies of the telecommunication professions by enrolling in *RTV 3945 Multimedia Station Experience*, in which students work in the Division of Media Properties for academic credit. These experiences are varied, but include classroom-type instruction in basic video production, as well as more advanced activities, such as video production with GatorVision, and with the DMP's Creative Services Department. Eleven such experiences are offered in Fall 2017.

Question 5. 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 *ADV 3001 Advertising Strategy*; *ADV 4101, Copywriting and Visualization*; and *ADV 4800 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.

In recent semesters, many sections of *ADV 3500 Advertising Research* and *ADV 4300 Media Planning*, 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 and challenges and successes related to fostering student learning outcomes. Before Ph.D. students are allowed to have sole responsibility for a section of a course, the department requires that they serve as a teaching assistant for one semester 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 chair also conducts classroom observations and connects instructors with additional resources for improving student engagement, tools for advertising research and media planning with digital media, and tools for online teaching and learning.

The Department of Advertising also administers multiple sections of *MMC 2100 Writing for Mass Communication*, and *MMC 3203 Problems and Ethics in Mass Communication*. The department chair works directly with the lead lecturer for all sections of MMC 2100 to ensure consistency among all the lab sections. In addition to providing all the online lectures and materials for all sections, the lead MMC 2100 lecturer helps recruit and train lab instructors each term.

MMC 3203 Ethics and Problems in Mass Communication, was designed from the ground up by the department chair, who trains graduate assistants to lead their own sections of the online course in subsequent semesters. As with MMC 2100, the lead instructor (in this case the department chair), has developed and updates all the online lectures, a pool of quiz items, and rubrics for assignments and activities that are used consistently across all online sections. The department chair also works directly with adjuncts who teach both online and face-to-face 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 as a teaching assistant for one semester 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. Most courses with multiple sections have a faculty member who coordinates or supervises the course. He or she may hold periodic meetings with the instructors. Faculty members also may share teaching materials, lecture notes, etc., and periodically lecture in other sections of the course. Many of them are structured to have a course director who oversees lectures, with various faculty, adjuncts, or graduate students teaching lab sections.

JOU 3109 Multimedia Writing is coordinated by the course lecturer, a professor with expertise in teaching, who works closely with the instructors assigned to the 12 to 14 lab sections offered each semester. Most of these instructors are graduate students or adjuncts, so the course lecturer has an established structure to ensure that students are getting similar instruction in each lab section.

JOU 3101 Reporting is run in much the same way, with a designated course lecturer/coordinator. However, the lab instructors are full-time faculty or experienced adjunct instructors who have taught the course for years, so rigid course coordination is not required. 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.

JOU 4201 News Center Practicum is run through the Innovation News Center with one course coordinator (a news manager in the INC) and graduate students and adjuncts as assistant editors/teaching assistants. They all follow the same course outline, though they work different shifts.

MMC 4200 Law of Mass Communication is housed in the department. In summer semesters, a section is taught by a graduate student. This student must first serve a term as an assistant to one of the full-time faculty members who regularly teach the course.

In the **Department of Public Relations**, full-time faculty are regularly assigned to teach sections of core courses with multiple sections, including *PUR 3000 Principles of Public Relations*, *PUR 3500 Public Relations Research*, *PUR 3801 Public Relations Strategy*, *PUR 4100 Public Relations Writing*, *PUR 4404C International Public Relations* and *PUR 4800 Public Relations 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. 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.

Faculty in the **Department of Telecommunication** teaching individual sections of a course consult on textbook selection and course topics. In those cases, in which the multiple sections are labs of a larger course (*RTV 2100 Writing for Electronic Media*, *RTV 3511 Fundamentals of Production*, *RTV 3303 Electronic News Media 1*; *RTV 4301 Electronic News Media 2*, and *RTV 3320 Electronic Field Production*), the faculty member responsible for the course selects course materials, writes the syllabus, and meets regularly with lab instructors.

The one exception to this policy is *RTV 4929C Advanced Television Production*, in which each section is specifically designed to offer different experiences to students (for example, sports production or corporate communication).

Question 6. 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 for work experiences. Provide online 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 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 found in Appendix 2A.

The College has had great success in encouraging students to complete a professional internship. Just under 77 percent of 2016 graduating seniors reported completing either a 6+ week or 150-hour internship during their time at the University of Florida, a figure that increased to 80 percent in the most recent survey. On a separate question, 86 percent of the 2016 class, and 93 percent of the 2017 class, thought their internship experience was “somewhat relevant,” “relevant,” or “very relevant” to the general field in which they planned to start their career.

The Knight Division for Scholarships, Career Services and Multicultural Affairs sponsors a Career and Internship Fair each fall and spring. The Division coordinates individual visits to the College by media organizations, advertising and public relations firms, and businesses seeking interns and employees. It regularly sends e-mail and Facebook announcements to College majors and faculty informing them of immediate internship and job openings. The Division lists internship and jobs on its website, which are accessible only to the College's students, faculty, and alumni. Internship listings are updated weekly. Employers can register with the Knight Division to post internship and job notices directly to the site.

The four academic departments also maintain listings of internship opportunities. The listings are qualified by department chairs as to their value as an educational experience. The listings are available to students seeking either for-credit or non-credit internships. Generally, the departments – either the department chair or his/her 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 to the student. Students' personal evaluations of their internship, including 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, ADV 4940 and JOU 4940). Credit for the course varies from one to three credits. The maximum credits they can earn for internships in a single semester are three. 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.

Internship sites are identified in many ways including contacts from organizations seeking interns, faculty contact with organizations soliciting participation in an internship program, 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.

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.

In the **Department of Advertising**, the internship approval process requires students to be a junior or senior and majoring in Advertising who has earned a 2.50 or higher overall GPA, earned a 2.50 or higher professional GPA, and completed specialized coursework in advertising appropriate to the internship. At a minimum, the specialized courses include MAR 3023 Principles of Marketing, ADV 3008 Principles of Advertising, and at least one other course relevant to the internship. Students identify potential internship sponsors.

During the internship, students submit a weekly report to account for internship activities. At the end of the internship, students are responsible for the submission of two final reports: (1) a personal summary report and (2) a supervisor's evaluation of performance. The summary report is a 1-2-page evaluation of the internship commenting on its value and its potential value to future interns. The supervisor is emailed a link to an online evaluation form near the end of the term.

The **Department of Journalism** informs students that doing an internship for credit requires department approval. The decision turns 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.

In the **Department of Telecommunication**, students earn internship credits for work done outside of the college (including at other university units such as GatorVision, News and Public Affairs, and the Institute of Food and Agricultural Sciences) and earn immersion credits for work done for the Division of Multimedia 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 supervision the student will receive. Students may earn up to three credits for an internship. Grades are S/U. Students doing internships must complete a monthly and final written report as well as receive a satisfactory evaluation from their supervisor. The department sends the evaluation forms directly to the supervisor to help ensure the integrity of the process.

The **Department of Public Relations** describes an internship as an important part of career preparation. Students are informed that internship experience and writing skills are the two most important elements in finding a first job. Up to six hours of academic credit for internships is available by enrolling in *PUR4940 Public Relations Internship*. To qualify for academic credit, an internship must be an on-the-job learning experience in public relations. The intern must be supervised by a full-time employee of the sponsoring organization who is knowledgeable about public relations. No more than a total of six hours of internship credit may be earned for the Bachelor's of Science Degree in Public Relations.

A full description of department internship policies is found in Appendix 2A. A sample of internship placements for 2016-2017 is provided in Appendix 2B.

Required Curriculum By Major and Tracks

Advertising

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses for All Students in Advertising (40 credits earned)

- 1) *ADV 3008 Principles of Advertising* (3 credits)
- 2) *ADV 3001 Advertising Strategy* (3 credits)
- 3) *ADV 4101 Copywriting and Visualization* (3 credits)
- 4) *ADV 4300 Media Planning* (3 credits)
- 5) *ADV 4800 Advertising Campaigns* (3 credits)
- 6) *MMC 1009 Introduction to Media and Communications* (3 credits)
- 7) *MMC 2100 Writing for Mass Communication* (3 credits)
- 8) *MMC 2121 Writing Fundamentals for Communicators* (3 credits)
- 9) *MMC 2604 Mass Media and You* (3 credits)
- 10) *MMC 3420 Consumer and Audience Analytics* (3 credits)
- 11) *MMC 4200 Law of Mass Communication* (3 credits)
- 12) *MMC 3203 Ethics and Problems in Mass Communication* (3 credits)
- 13) *VIC 3001 Sight, Sound and Motion* (4 credits)

Elective courses that must be taken within the program (12 credits earned)

- 1) *Professional electives (other courses within the college) (12 credits)*

Required outside of the accredited unit

- 1) *STA 2023 Introduction to Statistics 3 or STA2122 Stats for Soc. Science* (3 credits)
- 2) *MAR 3023 Principles of Marketing* (4 credits)
- 3) *ENC 1101 Expository and Argumentative Writing* (3 credits)
- 4) *ENC 1102 Argument and Persuasion* (3 credits)
- 5) *ECO 2013 Principles of Macroeconomics* (3 credits)
- 6) *POS 2041 American Federal Government 3 or PSY 2012 General Psychology* (3 credits)
- 7) *IUF 1000 What is the Good Life* (3 credits)
- 8) *ENC 3254 Professional Writing in the Discipline* (3 credits)
- 9) *AMH2020 United States since 1877* (3 credits)
- 10) *CPO2001 Comparative Politics or INR2001 International Relations or POS2112 State and Local Government* (3 credits)
- 11) *SPC2608 Public Speaking 3 or ORI2000 Oral Performance of Literature* (3 credits)
- 12) *Foreign language or quantitative option*
- 13) *Outside concentration* (12 credits)
- 14) *Remaining general education requirements (state general education humanities/international, math, physical, biological science)*

Journalism – Journalism Track

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses (13 credits earned)

- 1) *JOU 3101 Reporting (3 credits)*
- 2) *MMC 2121 Writing Fundamentals for Communicators (3 credits)*
- 3) *MMC 4200 Law of Mass Communication (3 credits)*
- 4) *VIC 3001 Sight, Sound and Motion (4 credits)*

Core Courses that must be taken within the Journalism Track (19 credits earned)

- 1) *MMC 3030 Personal Branding for Communicators (1 credit)*
- 2) *MMC 3203 Ethics and Problems in Mass Communications (3 credits)*
- 3) *MMC 3254 Media Entrepreneurship (1 credit)*
- 4) *JOU 3110 Applied Fact Finding (3 credits)*
- 5) *JOU 3346L Multimedia Reporting (3 credits)*
- 6) *JOU 4950 Applied Journalism (3 credits)*
- 7) *MMC 1009 Introduction to Media and Communications (1 credit)*
- 8) *MMC 2450 Data Literacy for Communicators (1 credit)*
- 9) *MMC 2604 Mass Media and You (3 credits)*

Elective courses that must be taken within the program (14 credits earned)

- 1) Professional electives (other courses within the college) (14 credits)

Additional courses in track/sequence that all students in track/sequence must take: Degree/Emphasis (6 credits earned)

Students select a two-course sequence in at least one area of specialization.

- 1) *JOU 3213 Design and JOU 4214 Advanced Design (3 credits)*
- 2) *JOU 3305 Data Journalism and JOU 4930 Data Visualization (3 credits)*
- 3) *JOU 3363 Intro to Web Apps for Communicators and JOU 4364 Advanced Web Apps for Communicators (3 credits)*
- 4) *JOU 4111 Advanced Reporting and JOU 4123 Investigative Reporting (3 credits)*
- 5) *JOU 4201 News Center Practicum and JOU 4202 Advanced News Center Practicum (3 credits)*
- 6) *JOU 4308 Magazine and Feature Writing and JOU 4311 Advanced Magazine Writing or JOU 4447C Applied Magazines (3 credits)*
- 7) *JOU 4604 Advanced Photojournalism (1) and JOU 4605 Advanced Photojournalism (2) or JOU 4930 Video Storytelling (3 credits)*
- 8) *JOU 4930 Audience Engagement and JOU 4930 Advanced Social Media (3 credits)*
- 9) *Specialized reporting/writing course (1) and Specialized reporting/writing course (2) (6 credits)*

Required outside of the accredited unit

- 1) *STA 2023 Introduction to Statistics (3 credits)*
- 2) *ENC 1101 Expository and Argumentative Writing (3 credits)*

- 3) *ENC 1102 Argument and Persuasion (3 credits)*
- 4) *ECO 2013 Principles of Macroeconomics (3 credits)*
- 5) *POS 2112 American State and Local Government or INR 2001 Introduction to International Relations or CPO 2001 Comparative Politics (3 credits)*
- 6) *IUF 1000 What is the Good Life (3 credits)*
- 7) *SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature (3 credits)*
- 8) *AMH2020 United States since 1877 (3 credits)*
- 9) *CPO2001 Comparative Politics or INR2001 International Relations or POS2112 State and Local Government (3 credits)*
- 10) *Foreign language or quantitative option*
- 11) *Outside concentration (12 credits)*
- 12) *Remaining general education requirements (state general education humanities/international, math, physical, biological science)*

Journalism – Sports and Media Track

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses (13 credits earned)

- 1) *JOU 3101 Reporting (3 credits)*
- 2) *MMC 2121 Writing Fundamentals for Communicators (3 credits)*
- 3) *MMC 4200 Law of Mass Communication (3 credits)*
- 4) *VIC 3001 Sight, Sound and Motion (4 credits)*

Core Courses that must be taken within the Sports and Media Track (32 credits earned)

- 1) *MMC 2740 Introduction to Sports and Media (1 credit)*
- 2) *JOU 3109C Multimedia Writing (3 credits)*
- 3) *JOU 4930 Media Numeracy (1 credit)*
- 4) *PUR 3000 Principles of Public Relations (3 credits)*
- 5) *JOU 4201 Editing/News Center Practicum (sports specialization) (3 credits)*
- 6) *JOU 4313C Sports Reporting (3 credits)*
- 7) *JOU 4940 Internship (in sports and media) (3 credits)*
- 8) *MMC 3210 Sports Media Law and Ethics (3 credits)*
- 9) *MMC 3703 Sports Media and Society (3 credits)*
- 10) *PUR 3463 Sports Communication (3 credits)*
- 11) *RTV 3593 Multimedia Sports Reporting (3 credits)*
- 12) *RTV 4929C Sports Production (3 credits)*

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

Professional electives: 9 credits

Required outside of the accredited unit

- 1) *STA 2023 Introduction to Statistics (3 credits)*
- 2) *ENC 1101 Expository and Argumentative Writing (3 credits)*
- 3) *ENC 1102 Argument and Persuasion (3 credits)*
- 4) *ECO 2013 Principles of Macroeconomics (3 credits)*
- 5) *POS 2112 American State and Local Government or INR 2001 Introduction to International Relations or CPO 2001 Comparative Politics (3 credits)*
- 6) *IUF 1000 What is the Good Life (3 credits)*
- 7) *SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature (3 credits)*
- 8) *AMH2020 United States since 1877 (3 credits)*
- 9) *CPO2001 Comparative Politics or INR2001 International Relations or POS2112 State and Local Government (3 credits)*
- 10) *Foreign language or quantitative option*
- 11) *Outside concentration (12 credits)*
- 12) *Remaining general education requirements (state general education humanities/international, math, physical, biological science)*

Public Relations

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses for All Students in Public Relations (39 credits earned)

- 1) *JOU 3101 Reporting (3 credits)*
- 2) *JOU 3109c Multimedia Writing (3 credits)*
- 3) *MMC 1009 Introduction to Media and Communications (1 credits)*
- 4) *MMC 2121 Writing Fundamentals for Communicators (3 credits)*
- 5) *MMC 3420 Audience Analytics (3 credits)*
- 6) *MMC 4200 Law of Mass Communications (3 credits)*
- 7) *PUR 3000 Principles of Public Relations (3 credits)*
- 8) *PUR 3500 Public Relations Research (3 credits)*
- 9) *PUR 3801 Public Relations Strategy (3 credits)*
- 10) *PUR 4100 Public Relations Writing (4 credits)*
- 11) *PUR 4404c International Public Relations (3 credits)*
- 12) *PUR 4800 Public Relations Campaigns (3 credits)*
- 13) *VIC 3001 Sight, Sound and Motion (4 credits)*

Elective courses that must be taken within the program (13 credits earned)

- 1) Professional electives (other courses within the college) (13 credits)

Required outside of the accredited unit (30 credits earned)

- 1) *STA 2023 Introduction to Statistics (3 credits)*
- 2) *ENC 1101 Expository and Argumentative Writing (3 credits)*
- 3) *ENC 1102 Argument and Persuasion (3 credits)*
- 4) *ECO 2013 Principles of Macroeconomics (3 credits)*
- 5) *AMH 2020 United States since 1877 (3 credits)*

- 6) *IUF 1000 What is the Good Life (3 credits)*
- 7) *ENC 3254 Professional Writing in the Discipline (3 credits)*
- 8) *CPO2001 Comparative Politics or INR2001 International Relations or POS2112 State and Local Government (3 credits)*
- 9) *SPC2608 Public Speaking or ORI2000 Oral Performance of Literature (3 credits)*
- 10) *POS2041 American Federal Government or PSY2012 General Psychology (3 credits)*
- 11) *Foreign language or quantitative option*
- 12) *Outside concentration (12 credits)*
- 13) *Remaining general education requirements (state general education humanities/international, math, physical, biological science)*

Telecommunication – Management and Strategy Track

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 53

Core Courses for All Students in Telecommunication (20 credits earned)

- 1) *MMC 1009 Introduction to Media and Communication (1 credit)*
- 2) *MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication (3 credits)*
- 3) *RTV 2100 Writing for Electronic Media (3 credits)*
- 4) *RTV 3001 Introduction to Media Industries and Professions (3 credits)*
- 5) *RTV 3405 Television and American Society (3 credits)*
- 6) *RTV 4700 Telecommunication Law and Regulation or MMC 4200 Law of Mass Communication (3 credits)*
- 7) *VIC 3001 Sight, Sound and Motion (4 credits)*

Core Courses that must be taken within the Management and Strategy Track (18 credits earned)

- 1) *ADV 3008 Principles of Advertising (3 credits)*
- 2) *JOU 3002 Understanding Audiences (3 credits)*
- 3) *RTV 4500 Telecommunication Programming (3 credits)*
- 4) *RTV 4506 Telecommunication Research or MMC 3420 Consumer/Audience Analytics (3 credits)*
- 5) *RTV 4800 Telecommunication Planning and Operations (3 credits)*
- 6) *MMC 2121 Fundamentals of Writing for Communicators (3 credits)*

Elective courses that must be taken within the Management and Strategy Track (15 credits earned)

Operations Block: choose 2

- 1) *MMC 3420 Consumer and Audience Analytics (3 credits)*
- 2) *RTV 4420 New Media Systems (3 credits)*
- 3) *RTV 4506 Telecommunication Research (3 credits)*

- 1) RTV 4590 *Digital Games in Communications* (3 credits)
- 2) RTV 4591 *Applications of Mobile Technology* (3 credits)
- 3) RTV 4811 *Innovation in Media* (3 credits)
- 4) RTV 4910 *Undergraduate Research* (3 credits)
- 5) RTV 4930 *Special Topics* (3 credits)

Professional Electives 9

Required outside of the accredited unit

- 1) STA 2023 *Introduction to Statistics* (3 credits)
- 2) ENC 1101 *Expository and Argumentative Writing* (3 credits)
- 3) ENC 1102 *Argument and Persuasion* (3 credits)
- 4) ECO 2013 *Principles of Macroeconomics* (3 credits)
- 5) POS 2112 *American State and Local Government* or INR 2001 *Introduction to International Relations* or CPO 2001 *Comparative Politics* (3 credits)
- 6) IUF 1000 *What is the Good Life* (3 credits)
- 7) ENC 3254 *Professional Writing in the Discipline* (3 credits)
- 8) AMH2020 *United States since 1877* (3 credits)
- 9) SPC2608 *Public Speaking* or ORI2000 *Oral Performance of Literature* (3 credits)
- 10) PSY2012 *General Psychology* or SYG2000 *Principles of Sociology* (3 credits)
- 11) POS2041 *American Federal Government* (3 credits)
- 12) Foreign language or quantitative option
- 13) Business outside concentration (12 credits)
- 14) Remaining general education requirements (state general education humanities/international, math, physical, biological science)

Telecommunication – Media and Society Track

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses for All Students in Telecommunication (20 credits earned)

- 1) MMC 1009 *Introduction to Media and Communication* (1 credit)
- 2) MMC 3203 *Mass Communications Ethics* or RTV 4432 *Ethics and Problems in Telecommunication* (3 credits)
- 3) RTV 2100 *Writing for Electronic Media* (3 credits)
- 4) RTV 3001 *Introduction to Media Industries and Professions* (3 credits)
- 5) RTV 3405 *Television and American Society* (3 credits)
- 6) RTV 4700 *Telecommunication Law and Regulation* or MMC 4200 *Law of Mass Communication* (3 credits)
- 7) VIC 3001 *Sight, Sound and Motion* (4 credits)

Core Courses that must be taken within the Media and Society Track (6 credits earned)

- 1) RTV 4905 or RTV 4910 *Senior Project or Thesis* (3 credits)
- 2) MMC 2121 *Fundamentals of Writing for Communicators* (3 credits)

Elective courses that must be taken within the Media and Society Track

Media and Society Block (9 credits earned)

Choose 3

- 3) *JOU 4004 History of Journalism (3 credits)*
- 4) *MMC 3614 Media and Politics (3 credits)*
- 5) *MMC 3703 Sports and Society (3 credits)*
- 6) *MMC 4302 World Communication Systems (3 credits)*
- 7) *RTV 3411 Race, Gender, Class and the Media (3 credits)*

Specialization Electives (12 credits earned)

Choose 4

- 1) *ADV 3008 Principles of Advertising or PUR 3000 Principles of Public Relations (3 credits)*
- 2) *ADV 4400 International Advertising (3 credits)*
- 3) *JOU 4302 Public Opinion/Editorial Analysis (3 credits)*
- 4) *MMC 3260 Communication on the Internet or RTV 3106 Interactive Media (3 credits)*
- 5) *MMC 4200 Law of Mass Communication (3 credits)*
- 6) *PUR 4404C International Public Relations (3 credits)*
- 7) *RTV 4420 New Media Systems (3 credits)*
- 8) *RTV 4500 Telecommunication Programming (3 credits)*
- 9) *RTV 4506 Telecommunication Research (3 credits)*
- 10) *RTV 4700 Telecom Law and Regulation (3 credits)*
- 11) *RTV 4930 Special Study in Telecommunication (3 credits)*

Elective courses that must be taken within the track (5 credits earned)

- 1) Professional electives (other courses within the college) 5

Required outside of the accredited unit

- 1) *STA 2023 Introduction to Statistics (3 credits)*
- 2) *ENC 1101 Expository and Argumentative Writing (3 credits)*
- 3) *ENC 1102 Argument and Persuasion (3 credits)*
- 4) *ECO 2013 Principles of Macroeconomics (3 credits)*
- 5) *POS 2112 American State and Local Government or INR 2001 Introduction to International Relations or CPO 2001 Comparative Politics (3 credits)*
- 6) *IUF 1000 What is the Good Life (3 credits)*
- 7) *ENC 3254 Professional Writing in the Discipline (3 credits)*
- 8) *AMH2020 United States since 1877 (3 credits)*
- 9) *AMH2010 United States to 1877 (3 credits)*
- 10) *SPC2608 Public Speaking or ORI2000 Oral Performance of Literature (3 credits)*
- 11) *PSY2012 General Psychology or SYG2000 Principles of Sociology (3 credits)*
- 12) *POS2041 American Federal Government (3 credits)*
- 13) *Foreign language or quantitative option*
- 14) *Outside concentration (12 credits)*
- 15) *Remaining general education requirements (state general education humanities/international, math, physical, biological science)*

Telecommunication – News Track

Number of hours/units required for graduation: 124

Number of hours/units required for major degree: 52

Core Courses for All Students in Telecommunication (20 credits earned)

- 1) *MMC 1009 Introduction to Media and Communication (1 credit)*
- 2) *MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication (3 credits)*
- 3) *RTV 2100 Writing for Electronic Media (3 credits)*
- 4) *RTV 3001 Introduction to Media Industries and Professions (3 credits)*
- 5) *RTV 3405 Television and American Society (3 credits)*
- 6) *RTV 4700 Telecommunication Law and Regulation or MMC 4200 Law of Mass Communication (3 credits)*
- 7) *VIC 3001 Sight, Sound and Motion (4 credits)*

Core Courses that must be taken within the News Track (18 credits earned)

- 1) *JOU 3101 Reporting (3 credits)*
- 2) *RTV 3106 Interactive Media (3 credits)*
- 3) *RTV 3303 Electronic News Writing and Reporting 1 (3 credits)*
- 4) *RTV 3305 Investigative Reporting (3 credits)*
- 5) *RTV 4301 Electronic News and Reporting 2 (3 credits)*
- 6) *MMC 2121 Fundamentals of Writing for Communicators (3 credits)*

Elective courses that must be taken within the track (6 credits earned)

- 1) *RTV 3304 Advanced Radio Reporting and RTV 4302 Advanced TV Reporting (3 credits)*
Or
- 2) *RTV 3401 Electronic News Producing and Management and RTV 4340 Special News Projects (3 credits)*

Elective courses that must be taken within the track (7 credits earned)

- 1) Professional electives (other courses within the college) (7 credits)

Required outside of the accredited unit

- 1) *STA 2023 Introduction to Statistics (3 credits)*
- 2) *ENC 1101 Expository and Argumentative Writing (3 credits)*
- 3) *ENC 1102 Argument and Persuasion (3 credits)*
- 4) *ECO 2013 Principles of Macroeconomics (3 credits)*
- 5) *IUF 1000 What is the Good Life (3 credits)*
- 6) *ENC 3254 Professional Writing in the Discipline (3 credits)*
- 7) *AMH2020 United States since 1877 (3 credits)*
- 8) *AMH2010 United States to 1877 (3 credits)*
- 9) *SPC2608 Public Speaking or ORI2000 Oral Performance of Literature (3 credits)*

- 10) PSY2012 General Psychology or SYG2000 Principles of Sociology (3 credits)
- 11) POS2041 American Federal Government (3 credits)
- 12) Foreign language or quantitative option
- 13) Outside concentration (12 credits)
- 14) Remaining general education requirements (state general education humanities/international, math, physical, biological science)

Eight-Semester Department Degree Plans

Each of the four departments has a prescribed degree plan that includes 52 credits of courses from inside the college and 72 credits from other units.

Advertising

The Department of Advertising requires foundation coursework for all majors that includes *MAR 3023 Principles of Marketing* and either *STA 2023 Introduction to Statistics 1* or *STA 2122 Statistics for Social Sciences*.

Semester 1

- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 9 critical-tracking courses: ADV 3008 (Principles of Advertising), ENC 1102 (Argument and Persuasion), ECO 2013 (Principles of Macroeconomics), MAR 3023 (Principles of Marketing), MMC 1009 (Introduction to Media and Communications), MMC 2100 (Writing for Mass Communication), MMC 2604 (Mass Media and You), POS 2041 (American Federal Government) or PSY2012 (General Psychology), and STA 2023 (Introduction to Statistics)
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

Complete all critical-tracking courses Required Foundation Coursework

- *MAR 3023 Principles of Marketing*
- *STA 2023 Introduction to Statistics 1* or *STA 2122 Statistics for Social Science*

Advertising's required core coursework includes:

- *ADV 3008 Principles of Advertising*
- *ADV 3001 Advertising Strategy*
- *ADV 3501 Advertising Research*
- *ADV 4101 Copywriting and Visualization*
- *ADV 4300 Media Planning*
- *ADV 4800 Advertising Campaigns (capstone)*
- *MMC 1009 Introduction to Media and Communications*
- *MMC 2100 Writing for Mass Communication*
- *MMC 2121 Writing Fundamentals for Communicators*
- *MMC 2604 Mass Media and You*
- *MMC 3420 Consumer and Audience Analytics*
- *MMC 4200 Law of Mass Communication*
- *MMC 3203 Ethics and Problems in Mass Communication*
- *VIC 3001 Sight, Sound and Motion*
- *12 hours of professional electives (courses offered within the CJC).*

All Advertising majors also take ENC 3254 Writing in the Disciplines.

Journalism

The Department of Journalism has two tracks: Journalism and Sports and Media. The critical tracking requirements for the Journalism track is as follows:

Semester 1

- Complete 1 of 6 critical tracking courses: ENC 1102 (Argument and Persuasion), ECO 2013 (Principles of Macroeconomics), JOU 3101 (Reporting), MMC 1009 (Introduction to Media and Communications), MMC 2604 (Mass Media and You), and STA 2023 (Introduction to Statistics)
- 2.0 GPA on all work at all institutions

Semester 2

- Complete an additional 2 of 6 critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete all critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Required Core Coursework 32 credits

- *JOU 3101 Reporting*

- *JOU 3110 Applied Fact Finding*
- *JOU 3346L Multimedia Reporting*
- *JOU 4950 Applied Journalism*
- *MMC 1009 Introduction to Media and Communications*
- *MMC 2450 Data Literacy for Communicators*
- *MMC 2604 Mass Media and You*
- *MMC 2121 Writing Fundamentals for Communicators*
- *MMC 3030 Personal Branding for Communicators*
- *MMC 3203 Ethics and Problems in Mass Communications*
- *MMC 3254 Media Entrepreneurship*
- *MMC 4200 Law of Mass Communication*
- *VIC 3001 Sight, Sound and Motion*

Minimum grades of C are required in all journalism courses.

Additionally, students select a two-course sequence in an area of specialization. Students may work with an advisor and the department chair to customize a plan. Students must have appropriate prerequisites to enter the first course in the specialization. Minimum grades of C are required in these courses

| First Course | Second Course |
|---|---|
| <i>JOU 3213 Design</i> | <i>JOU 4214 Advanced Design</i> |
| <i>JOU 3305 Data Journalism</i> | <i>JOU 4930 Data Visualization</i> |
| <i>JOU 3363 Intro to Web Apps for Communicators</i> | <i>JOU 4364 Advanced Web Apps for Communicators</i> |
| <i>JOU 4111 Advanced Reporting</i> | <i>JOU 4123 Investigative Reporting</i> |
| <i>JOU 4201 News Center Practicum</i> | <i>JOU 4202 Advanced News Center Practicum</i> |
| <i>JOU 4308 Magazine and Feature Writing</i> | <i>JOU 4311 Advanced Magazine Writing or JOU 4447C Applied Magazines</i> |
| <i>JOU 4604 Advanced Photojournalism 1</i> | <i>JOU 4605 Advanced Photojournalism 2 or JOU 4930 Video Storytelling</i> |
| <i>JOU 4930 Audience Engagement</i> | <i>JOU 4930 Advanced Social Media</i> |
| Specialized reporting/writing course 1 | Specialized reporting/writing course 2 |

The Sports and Media specialization in Journalism teaches students to be skilled in multiple areas of sports media and communications. Students will learn strategies and skills in reporting, writing, video, audio, social media, and more. Students will engage in critical thinking about current issues and trends in today's sports media—and have multiple opportunities to gain practical and immersive experience in media properties inside and outside of the College of Journalism and Communications. Critical tracking requirements for the specialization are:

Semester 1

- Complete 1 of 5 critical tracking courses: MMC 2740 (Introduction to Media and Sports), ENC 1102 (Argument and Persuasion), ECO 2013 (Principles of Macroeconomics), JOU 3101c (Multimedia Reporting), and STA 2023 (Introduction to Statistics)
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete all critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Required Core Coursework: 21 Credits

- MMC 2121 Writing Fundamentals for Communicators
- MMC 2740 Introduction to Sports and Media
- MMC 4200 Law of Mass Communication
- JOU 3101 Reporting
- JOU 3109C Multimedia Writing
- JOU 4930 Media Numeracy
- PUR 3000 Principles of Public Relations
- VIC 3001 Sight, Sound and Motion

Sports and Media Core Coursework: 22 Credits

- JOU 4201 Editing/News Center Practicum (sports specialization)
- JOU 4313C Sports Reporting
- JOU 4940 Internship (in sports and media)
- MMC 3210 Sports Media Law and Ethics
- MMC 3703 Sports Media and Society
- PUR 3463 Sports Communication
- RTV 3593 Multimedia Sports Reporting
- RTV 4929C Sports Production
- Professional electives: 9 credits

Public Relations

The Department of Public Relations required coursework from inside the college includes:

- JOU3101 Reporting
- *JOU 3109c Multimedia Writing
- MMC 1009 Introduction to Media and Communications
- MMC 2121 Writing Fundamentals for Communicators
- MMC 3420 Audience Analytics
- MMC 4200 Law of Mass Communications
- PUR 3000 Principles of Public Relations
- PUR 3500 Public Relations Research
- PUR 3801 Public Relations Strategy
- PUR 4100 Public Relations Writing
- PUR 4404c International Public Relations
- PUR 4800 Public Relations Campaigns
- VIC 3001 Sight, Sound and Motion
- 10 hours of Block 1 professional elective credits (courses offered inside CJC)
- 3 hours of Block 2 elective credits (inside the CJC).

*During spring semester 2017, the public relations faculty voted to eliminate the requirement to complete JOU 3109c for students entering the program as of fall semester 2017. The three credit hours are replaced by having students take three additional hours of professional elective credits.

All Public Relations majors now also take *ENC 3254 Writing in the Disciplines*.

Telecommunication

The Department of Telecommunication features four specializations. The Management and Strategy specialization prepares students to enter the profession through positions in research, sales, and marketing and promotion. The News specialization prepares students for careers as reporters and anchors, or as producers who are responsible for news programs behind-the-scenes. Entry into the broadcast news sequence is limited to students in the Department of Telecommunication who have placed in a competitive entrance exam. Contact the department office to determine when the exam is given. The Production specialization prepares students for careers in program creation, writing and the creative applications of video and audio technology. The Media and Society specialization focuses on the theories, methods and techniques used to play, produce and distribute audio and video programs and messages; personnel and facilities management; marketing and distribution; media regulations, law and policy; social media and principles of broadcast technology. It prepares individuals to work in media organizations and those organizations that use electronic media, such as political campaigns, government, education and business.

Students can also use the communication skills they acquire to pursue graduate degrees. Students majoring in telecommunication participate in the university's six broadcast stations, other on campus facilities such as the Gator Network and elective internships throughout the world.

Management and Strategy critical tracking:

Semester 1

- Complete critical-tracking course STA 2023
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC2100 can be substituted for RTV 2100), RTV3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

- Complete all critical-tracking courses

Management and Strategy required core coursework:

- ADV 3008 Principles of Advertising
- JOU 3002 Understanding Audiences
- MMC 1009 Introduction to Media and Communication
- MMC 2121 Fundamentals of Writing for Communicators
- MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication
- RTV 2100 Writing for Electronic Media
- RTV 3001 Introduction to Media Industries and Professions
- RTV 3405 Television and American Society
- RTV 4500 Telecommunication Programming
- RTV 4506 Telecommunication Research or
- MMC 3420 Consumer and Audience Analytics
- RTV 4700 Telecommunication Law and Regulation
- RTV 4800 Telecommunication Planning and Operations (Spring Only)
- VIC 3001 Sight, Sound and Motion
- Electives inside college: 8 credits

Operations Block: choose two; courses cannot be used to fulfill other requirements

- MMC 3420 Consumer and Audience Analytics
- RTV 4420 New Media Systems
- RTV 4506 Telecommunication Research (Fall Only)

- RTV 4590 Digital Games in Communications
- RTV 4591 Applications of Mobile Technology
- RTV 4811 Innovation in the Media Industry
- RTV 4910 Undergraduate Research (with approval)
- RTV 4930 Special Topics (with approval)

The Media and Society track has the following critical tracking courses:

Semester 1

- Complete critical-tracking course STA 2023
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC2100 can be substituted for RTV 2100), RTV 3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

Complete all critical-tracking courses

Required classes for the specialization include:

- MMC 1009 Introduction to Media and Communication
- MMC 2121 Fundamentals of Writing for Communicators
- MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication
- RTV 2100 Writing for Electronic Media
- RTV 3001 Introduction to Media Industries and Professions *RTV 3405 Television and American Society*
- *RTV 4700 Telecommunication Law and Regulation* or *MMC 4200 Law of Mass Communication*
- *RTV 4905* or *RTV 4910 Senior Project or Thesis*
- *VIC 3001 Sight, Sound and Motion*
- Media and Society block: 9 credits
 - JOU 4004 History of Journalism
 - MMC 3614 Media and Politics
 - MMC 3703 Sports and Society
 - MMC 4302 World Communication Systems

- RTV 3411 Race, Gender, Class and the Media
- Specialization electives: 12 credits

Critical tracking classes for the News track are:

Semester 1

- Complete critical-tracking course STA 2023
- 2.0 GPA on all work at all institutions
-

Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC2100 can be substituted for RTV 2100), RTV 3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

- Complete all critical-tracking courses The News track requires the following core classes:

Required Core Coursework

- *JOU 3101 Reporting*
- *MMC 1009 Introduction to Media and Communication* (1 credit)
- *MMC 2121 Writing Fundamentals*
- *MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication*
- *MMC 4200 Law of Mass Communication*
- *RTV 2100 Writing for Electronic Media*
- *RTV 3001 Introduction to Media Industries and Professions*
- *RTV 3106 Interactive Media*
- *RTV 3303 Electronic News Writing and Reporting 1*
- *RTV 3305 Investigative Reporting*
- *RTV 3405 Television and American Society*
- *RTV 4301 Electronic News and Reporting 2*
- *VIC 3001 Sight, Sound and Motion*
- Electives inside college: 7 credits
- Professional electives in reporting: choose two courses
- RTV 3304 Advanced Radio Reporting
- RTV 4302 Advanced TV Reporting

-or-

- Professional electives in producing: choose two courses
- RTV 3401 Electronic News Producing and Management
- RTV 4340 Special News Projects (can be repeated once)

The Production track requires the following for critical tracking:

Semester 1

- Complete critical-tracking course STA 2023
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC2100 can be substituted for RTV 2100), RTV 3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

Complete all critical-tracking courses

Required core coursework for production majors includes:

- *JOU 2040 Writing Mechanics*
- *MMC 1009 Introduction to Media and Communication*
- *MMC 3203 Mass Communications Ethics or RTV 4432 Ethics and Problems in Telecommunication*
- *RTV 2100 Writing for Electronic Media*
- *RTV 3001 Introduction to Media Industries and Professions*
- *RTV 3101 Advanced Writing for Electronic Media*
- *RTV 3320 Electronic Field Production*
- *RTV 3405 Television and American Society*
- *RTV 3511 Fundamentals of Production*
- *RTV 3512 Electronic Field Production 2*
- *RTV 4500 Telecommunication Programming*
- *RTV 4700 Telecommunication Law and Regulation*
- *RTV 4929C Senior Advanced Workshop in Telecommunication Production*
- *VIC 3001 Sight, Sound and Motion*
- Electives inside college: 12 credits