



COLLEGE OF JOURNALISM & COMMUNICATIONS

Telecommunication Management and Strategy

Bachelor of Science with Innovation Minor
Suggested Schedule*

FRESHMAN

Semester 1 (Spring)		Semester 2 (Summer)	
MMC 1009 Introduction to Media & Communications	1	ECO 2013 Principles of Macroeconomics, (GE-S, State Core - S)	4
AMH 2020 United States Since 1877 (GE-SD, State Core - S)	3	STA 2023 (GE-M, State Core - M)	3
ENC 1101 Expos. & Argum. Writing (GE-C, State Core - C, 6K words)	3	ENC 1102 (6K words)	3
Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3	MUL 2010 Intro to Music Lit (GE-HN, State Core - H)	3
Pure Mathematics (GE-M, State Core - M)	3	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
IDS 1940 Creativity in Context	2	IDS 1359 Creativity in Action	2
TOTAL	15	TOTAL	18

SOPHOMORE

Semester 3 (Spring)		Semester 4 (Summer)	
RTV 3001 Introduction to Media Industries & Professions	3	RTV 2100 Writing for Electronic Media	3
MMC2121 Writing Fundamentals for Communicators	3	VIC 3001 Sight, Sound and Motion	4
THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core- H)	3	POS 2041 American Federal Government (GE-S)	3
Foreign language or quantitative option	3	Foreign language or quantitative option	3
ENT 3003 Principles of Entrepreneurship (4 cr), or EGN 4641 Engineering Entrpreneurship (3 cr)	4	AEC 3410 Fostering Innovation Through Leadership	3
TOTAL	16	TOTAL	16

JUNIOR

Semester 5 (Spring)		Semester 6 (Summer)	
JOU 3002 Understanding Audiences	3	PSY 2012 General Psychology, or SYG 2000 Principles of Sociology (GE-S)	3
RTV 3405 Media and Society	3	SPC 2608 Introduction to Public Speaking, or ORI 2000 Oral Performance of Literature	3
RTV 4500 Telecommunication Programming	3	ENT 4015 The Venture Accelerator	2
Operations block elective (1st of 2)	3	MMC 3420 Audience Analytics (ok in lieu of RTV 4506)	3
PHI 3641 Conduct, Change and Consequences (GE-H, 4Kw)	3	POS 2112 or CPO 2001 or INR 2001	3
TOTAL	15	TOTAL	14

SENIOR

Semester 7 (Spring)		Semester 8 (Summer)	
ENC 3252 Strategic Communication (6K words)	3	RTV 4700 Telecommunication Law and Regulation	3
Operations block elective (2nd of 2)	3	RTV 4432 Ethics and Problems in Telecommunications	3
RTV 4800 Telecom Planning and Operations (Spring only)	3	Electives inside college	2
Electives inside college	6	Elective outside college (2K words)	4
ADV 3008 Principles of Advertising	3		
TOTAL	18	TOTAL	12

TOTAL CREDITS TO DEGREE= 124

* For Detailed tracking and degree requirements please refer to the [UF catalog](#).