



COLLEGE OF JOURNALISM & COMMUNICATIONS

Media Production, Management and Technology:
Media and Society

Bachelor of Science with Innovation Minor
*Suggested Schedule**

FIRST YEAR			
Semester 1 (Spring)		Semester 2 (Summer)	
AMH 2020 United States Since 1877 (GE-S, State Core - S)	3	ECO2013 Principles of Macroeconomics (St GE-S)	4
ENC 1101 Expository & Argum. Writing (GE-C, State Core - C, 6K words)	3	STA 2023 Introduction to Statistics (GE-M)	3
Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3	MUL 2010 Experiencing Music (GE-HN, State Core - H)	3
Pure Mathematics (GE-M, State Core - M)	3	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
MMC1009 Introduction to Media and Communications	1	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	IDS 1359 Innovation in Action	2
TOTAL	15	TOTAL	18
SECOND YEAR			
Semester 3 (Spring)		Semester 4 (Summer)	
RTV 3001 Introduction to Media Industries & Professions	3	RTV 2100 Writing for Electronic Media	3
MMC 2121 Writing Fundamentals for Communicators	3	POS 2041 American Federal Government (GE-S)	3
ENT 3003 Principles of Entrepreneurship	4	Foreign Language or Quantitative Option	3
THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core- H)	3	AEC 3410 Fostering Innovation Through Leadership	3
Foreign Language or Quantitative Option	3	TOTAL	12
TOTAL	16		
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
PSY 2012 General Psychology, or SYG 2000 Principles of Sociology (GE-S)	3	RTV 3432 Telecomm Ethics or MMC 3203 Ethics and Problems	3
RTV 3405 Media and Society	3	RTV3411 Race, Gender and Class in the Media or MMC4302 World Communication Systems	3
Specialization Block Courses	6	Specialization Block Courses	6
PHI 3641 Ethics and Innovation (GE-H, 2K)	3	ENT 4015 The Venture Accelerator or IDS 4950 Innovation Academy Senior Project	2
TOTAL	15	Elective inside college	3
		TOTAL	17
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
Specialization Block Courses	6	SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature 1	3
VIC 3001 Sight, Sound and Motion	3	Elective Inside College	3
ENC 3252 Strategic Communication (6K words)	3	MMC 4200 Law of Mass Comm or RTV 4700 Tel. Law and Regs	3
RTV 4420 New Media Systems	3	AMH2010 United States to 1877 2K words	3
TOTAL	15	TOTAL	12

TOTAL CREDITS TO DEGREE = 120

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

Last Updated April 2023.