



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-H, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-H, 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 |

* Diversity requirements from previous undergraduate catalogs may still apply and must be fulfilled.

TOTAL CREDITS TO DEGREE = 120

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

Last Updated November 2024.