



**COLLEGE OF JOURNALISM & COMMUNICATIONS**

Media Production, Management and Technology:  
Management and Strategy

**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
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>18</b>
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	VIC 3001 Sight, Sound and Motion	3
ENT 3003 Principles of Entrepreneurship	4	POS 2041 American Federal Government (GE-S)	3
RTV 3405 Media and Society	3	Foreign Language or Quantitative Option	3
Foreign Language or Quantitative Option	3	AEC 3410 Fostering Innovation Through Leadership	3
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
RTV 3432 Ethics and Problems in Telecommunication	3	PSY 2012 General Psychology, or SYG 2000 Principles of Sociology (GE-S)	3
THE 2000 Theatre Appreciation (GE-H, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-H, State Core- H)	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 or IDS 4950 IA Senior Project	2
Operations block elective (1st of 2)	3	MMC 3420 Audience Analytics (ok in lieu of RTV 4506)	3
PHI 3641 Ethics and Innovation (GE-H, 2K)	3	Elective inside college	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>14</b>
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
RTV 4800 Telecom Planning and Operations (Spring only)	3	ADV 3008 Principles of Advertising	3
Operations block elective (2nd of 2)	3	RTV3411 Race, Gender and Class in the Media or MMC4302 World Communication Systems	3
ENC 3252 Strategic Communication (6K words)	3	Elective inside college	3
JOU 3002 Understanding Audiences	3	Elective outside college (4k words)	3
RTV 4700 Telecommunication Law and Regulation	3	<b>TOTAL</b>	<b>12</b>
<b>TOTAL</b>	<b>15</b>		

**TOTAL CREDITS TO DEGREE = 120**

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

Last Updated November 2024.