



**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 & Argumentative Writing (GE-C, State Core - C, 6K words)	3	STA 2023 Introduction to Statistics (GE-M)	3
Physical <b>or</b> 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 <b>or</b> 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	POS 2041 American Federal Government (GE-S)	3
ENT 3003 Principles of Entrepreneurship	4	Foreign Language <b>or</b> Quantitative Option	3
THE 2000 Theatre Appreciation (GE-H, State Core - H) <b>or</b> ARH 2000 Art Appreciation Div & Glob (GE-H, State Core- H)	3	AEC 3410 Fostering Innovation Through Leadership	3
Foreign Language <b>or</b> Quantitative Option	3	<b>TOTAL</b>	<b>12</b>
<b>TOTAL</b>	<b>16</b>		
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
PSY 2012 General Psychology, <b>or</b> SYG 2000 Principles of Sociology (GE-S)	3	RTV 3432 Telecomm Ethics <b>or</b> MMC 3203 Ethics and Problems	3
RTV 3405 Media and Society	3	RTV3411 Race, Gender and Class in the Media <b>or</b> MMC4302 World Communication Systems	3
Specialization Block Courses	6	Specialization Block Courses	6
PHI 2631 Ethics and Innovation (GE-H, 2K WR)	3	ENT 4015 The Venture Accelerator <b>or</b> IDS 4950 Innovation Academy Senior Project	2
<b>TOTAL</b>	<b>15</b>	Elective inside college	3
		<b>TOTAL</b>	<b>17</b>
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
Specialization Block Courses	6	SPC 2608 Introduction to Public Speaking <b>or</b> 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 <b>or</b> RTV 4700 Tel. Law and Regs	3
RTV 4420 New Media Systems	3	AMH2010 United States to 1877 2K words	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>12</b>

**TOTAL CREDITS TO DEGREE = 120**

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

Last Updated November 2024.