• MASS COMMUNICATIONS (COM)

The School of Mass Communications, accredited by the Accrediting Council on Education in Journalism and Mass Communications, offers programs that are designed to provide a comprehensive education in the field of mass communications. The program introduces students to the theories, principles, and problems of communications, emphasizing the concept of freedom of information as the cornerstone of constitutional democracy, and preparing students for future leadership roles in communications media. Graduates should understand the structure and functions of mass media systems as well as the basic processes of communication. In addition, students specialize in an area of mass communications (advertising, journalism, public relations, or telecommunications) to blend a strong introduction to professional skills with the theoretical orientation.

 Majors seeking careers in the media will be directed to the various media in close contact with the School for summer internships, practica and part-time work. A limited number of students will have the opportunity to serve as interns with a mass communications organization. Each student must complete a minimum of 80 hours in courses outside the major.

Mass Communications majors taking more than 44 hours of Mass Communications courses may be applied toward the bachelor’s degree within the 124-hour graduation requirements. Six hours in Mass Communications courses are required.

All material submitted by students as assignments in writing, reporting, editing, photography and electronic news gathering and production classes is subject to publication or broadcast. The School uses a variety of print and electronic media outlets.

Sign Language may be used as an option by Mass Communications majors to fulfill the language requirement.

Most Mass Communications courses have prerequisites as specified in the course description (these prerequisites are separate from the State Mandated Common Prerequisites for program admission listed below). Refer to each prerequisite listed to determine progressive prerequisites for each course. Students also should note that the Mass Communications major is a four-semester program at a minimum and the majority of courses are offered only during the day (except at the USF St. Petersburg campus where an evening schedule is available).

Prerequisites (State Mandated Common Prerequisites)

This is a limited access program. Students wishing to transfer to USF should complete the A.A. degree at the community college. Some courses required for the major may also meet General Education Requirements thereby transferring maximum hours to the university. If students transfer with fewer than 60 semester hours of acceptable credit, the students must meet the university’s entering freshman requirements including ACT or SAT test scores, GPA, and course requirements.

The transfer student should also be aware of the immunization, foreign language, and continuous enrollment policies of the university.

Students must complete 18 semester hours outside the Mass Communications curriculum and beyond the 36 hours general education requirements prior to entering the university. If these courses are not taken at the community college, they must be completed before the degree is granted. A grade of "C" is the minimum acceptable grade. Students are encouraged to complete the following prerequisites, or major, support, or elective courses if available, during the program of study at the community college, and when feasible in General Education/Gordon Rule courses.

English Composition (minimum grade of "C") (6)
MMC 3602 Mass Communications and Society (3)
Prior to being admitted to the School of Mass Communications, a student must:
Complete a minimum of 45 semester hours including all General Education requirements and six hours of English composition (with a minimum grade of "C"), earn a 2.7 overall GPA, and pass a School-administered English Diagnostic Test.

A maximum of nine semester hours in Mass Communications courses will be accepted from a community college or other lower-level program toward a degree in Mass Communications. It is suggested that the nine hours include the equivalent of the School core curriculum and one sequence introduction course. Approval by an appropriate advisor is required.

Required Upper-level Coursework for the Mass Communications Major

SCHOOL CORE CURRICULUM

MMC 2100 Writing for the Media
MMC 3602 Mass Comm and Society

SEQUENCE REQUIREMENTS

1. ADVERTISING Requirements

ADV 3000 Introduction to Advertising
ADV 3101 Advertising Copywriting
ADV 3300 Advertising Media Strategy
ADV 3501 Advertising Research
ADV 4800 Advertising Campaigns
2. JOURNALISM

**Sequence Core Curriculum**

MMC 2100 Writing for the Mass Media

**Departmental Core Curriculum**

Visual Communications Option

See specific courses for prerequisites.

SYG 2010 Contemporary Social Problems

and

POS 3142 Intro to Urban Politics & Government

or

POS 2041 American National Government

POS 2112 State and Local Government and Politics

or

3. PUBLIC RELATIONS

**Selective Requirements** (9 hours required, selected with advisor's approval)

PUR 4100 Writing for Public Relations

or

PUR 4401 Public Relations Issues, Practices, Prob.

PUR 4801 Advanced Public Relations

Other Requirements:

The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics

or

ECON 1000 Basic Economics

3. TELECOMMUNICATIONS

**Requirements**

**News Option**

JOU 2100 Beginning Reporting

JOU 3101 Advanced Reporting

JOU 4104 Public Affairs Reporting

JOU 4200 News Editing I

MMC 4200 Communications Law

MMC 4203 Media Ethics

MMC 4420 Research Methods

Selective Requirements (7 hours required, selected with advisor's approval)

Other Requirements:

The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics

or

ECON 1000 Basic Economics

LIS 2937 Library and Internet Research Skills

MAN 3025 Principles of Management

MAR 3023 Basic Marketing

POS 2041 American National Government

POS 2112 State and Local Government and Politics

or

POS 3142 Intro to Urban Politics and Government

and

SPC 2600 Public Speaking

**Production Option**

MMC 4200 Communications Law

RTV 3001 Introduction to Telecommunications

RTV 3301 Broadcast News

RTV 4304 TV News

RTV 4320 Electronic Field Production

Selective Requirements (9 hours required, selected with advisor's approval)

Other Requirements:

The following courses are required outside the School to complete sequence requirements:

PHI 1103 Critical Thinking

POS 2041 American National Government

POS 2112 State and Local Government and Politics

or

POS 3142 Intro to Urban Politics and Government

and

SPC 2600 Public Speaking
Requirements for the Minor in Mass Communications

The minor in Mass Communications is available to students pursuing any other major at USF. Students who wish to minor must apply for admission to the School of Mass Communications and must meet all admission standards required of majors. Please see "Requirements for the Major in Mass Communications" for more admission information.

The minor in Mass Communications requires a minimum of 18 hours of School coursework, including:

- MMC 2100 (3)
- MMC 3602 (3)

The other 12 hours may be selected from among School offerings and must include a minimum of 9 hours at the 3000-level or higher. All major course prerequisites must be met. A grade of "D" or "F" will not be counted toward a mass communications minor and a 2.5 grade point average in all minor coursework must be maintained. All minor hours must be completed at USF.