MASS COMMUNICATIONS

COLLEGE: ARTS AND SCIENCES
SCHOOL: COMMUNICATIONS
DEGREE: BACHELOR OF ARTS
OPTIONS/TRACKS: ADVERTISING, JOURNALISM, NEWS-EDITORIAL MAGAZINE, PUBLIC RELATIONS, TELECOMMUNICATIONS: BROADCAST NEWS, BROADCAST PRODUCTION

LIMITED ACCESS PROGRAM: YES—THIS PROGRAM HAS ADDITIONAL ADMISSION REQUIREMENTS AS STATED BELOW

CAMPUS(ES) WHERE OFFERED/CONTACT:
TAMPA / Coordinator of Advising, Arts and Sciences, (813) 974-2503
ST. PETERSBURG (Partial) / Advisor, Arts and Sciences, (813) 893-9507

• Program of Study at a Florida Community/Junior College or SUS School for Students Planning to Transfer to USF (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 requiring minimum hours to the university. If students transfer without an A.A. degree and have 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 should complete 18 semester hours outside the Mass Communications curriculum at the lower level 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.

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<th>English Composition (minimum grade of &quot;C&quot;)</th>
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<tr>
<td>MMC 3602 Mass Communications and Society</td>
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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.

• Admission Requirements to the University Program of Study

Please be aware of the immunization, foreign language, and continuous enrollment policies of the university, and qualitative standards required.

• Requirements for the Major in Mass Communications

To be admitted to the core curriculum in Mass Communications, students must have completed general education requirements including a minimum of 45 hours with a 2.7 minimum Overall Grade Point Average, and ENC 1101 and 1102 with a minimum grade of "C" in each. Applicants must establish a minimum score of 60 percent on the Mass Communications Diagnostic Test prior to entering MMC 2100 (Writing for Mass Media). (Students who transfer MMC 2100 or its equivalent must pass the Mass Communications Diagnostic Test with a score of at least 70 percent, which is the same score required for the successful completion of MMC 2100 at USF.) Both courses in the Mass Communications core curriculum (MMC 2100 and MMC 3602) must be completed with a minimum grade of "C" before any other Mass Communications course may be taken. Students failing to achieve a minimum grade of "C" in both MMC 2100 and MMC 3602 will be disallowed as majors in the School. A 2.5 GPA in Mass Communications courses is required for graduation, and no student may graduate with a grade lower than "C" in any Mass Communications course.

The Mass Communications major requires six hours of core curriculum courses (MMC 2100 and MMC 3602) and 28 hours of a combination of required and selective sequence courses for a total of 34 hours in Mass Communications within the 124-hour degree requirement. Six hours in Mass Communications writing courses (three hours in addition to MMC 2100) are a part of the graduation requirement.

Mass Communications majors are required to take a minimum of 90 hours in courses outside the journalism and mass communications areas, with no fewer than 65 hours in the basic liberal arts and sciences. (Liberal Arts courses are listed in materials available from the School program advisor.) To facilitate this, no more than 34 hours of Mass Communications courses may be applied toward the bachelor's degree within the 124-hour graduation requirement. Mass Communications majors taking more than 34 hours of Mass Communications courses, regardless of the departments in which those courses are listed, must add those hours to the 124 hours required for graduation. In particular, film and photography courses offered in other departments may be considered to be Mass Communications courses and added to the 124-hour degree requirement.

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.

At least nineteen (19) hours of resident School 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.

The School sequence requirements are:

School Core Curriculum
MMC 2100 Writing for the Mass Media (3)
MMC 3602 Mass Communications and Society (3)

Sequence Requirements
ADVERTISING REQUIREMENTS
ADV 3000 Introduction to Advertising (3)
ADV 3101 Advertising Copywriting (3)
ADV 3300 Advertising Media Strategy (3)

Continued
ADV 4800 Advertising Campaigns (3)
ADV 4940 Advertising Practicum (1)
MMC 4203 Communication Ethics (3)
MMC 4420 Research Methods in Mass Communications (3)
Selective Requirements (9 hrs. required, selected with advisor's approval)

Note: The following courses are required outside the School to complete sequence requirements: ACG 3074 Managerial Accounting for Business Majors, ECO 1000 Basic Economics, and MAR 3023 Basic Marketing. See specific courses for prerequisites.

JOURNALISM REQUIREMENTS

News-Editorial Option
JOU 2100 Beginning Reporting (3)
JOU 3101 Advanced Reporting (3)
JOU 4104 Public Affairs Reporting (3)
JOU 4200 News Editing I (3)
MMC 4200 History and Principles of Communication Law (3)
JOU 4206 Newspaper Design and Typography (3)
or
PGY 3610 Photojournalism (3)
Selective Requirements (10 hrs. required, selected with advisor's approval)

Magazine Option
JOU 2100 Beginning Reporting (3)
JOU 3101 Advanced Reporting (3)
JOU 3300 Magazine Article and Feature Writing (3)
JOU 4200 News Editing I (3)
MMC 4200 History and Principles of Communication Law (3)
MMC 4420 Research Methods in Mass Communications (3)
MMC 4936 Selected Topics: Publication Design (3)
Selective Requirements (7 hrs. required, selected with advisor's approval)

Note: The following courses are required outside the School to complete sequence requirements: ECO 1000 Basic Economics, PHI 1103 Critical Thinking, POS 2041 American National Government, and POS 2112 State and Local Government or POS 3142 Introduction to Urban Politics and Government, and SYG 2010 Contemporary Social Problems. For Magazine sequence, CRW 2100 Narration and Description is also required. See specific courses for prerequisites.

PUBLIC RELATIONS REQUIREMENTS

ADV 3000 Introduction to Advertising (3)
JOU 2100 Beginning Reporting (3)
MMC 4420 Research Methods in Mass Communications (3)
PUR 3000 Principles of Public Relations (3)
PUR 4100 Writing for Public Relations (3)
PUR 4401 Public Relations: Issues, Practices and Problems (3)
PUR 4801 Advanced Public Relations (3)
Selective Requirements (7 hrs. required, selected with advisor's approval)

Note: The following courses are required outside the School to complete sequence requirements: ECO 1000 Basic Economics, MAN 3025 Principles of Management, POS 2041 American National Government, and POS 2112 State and Local Government and Politics or POS 3142 Introduction to Urban Politics and Government.

TELECOMMUNICATIONS REQUIREMENTS

News Option
MMC 4200 History and Principles of Communication Law (3)
MMC 4420 Research Methods in Mass Communications (3)
RTV 3001 Introduction to Telecommunications (3)
RTV 3301 Broadcast News (4)
RTV 4304 TV News (3)
Selective Requirements (12 hrs. required, selected with advisor's approval)

Production Option
MMC 4200 History and Principles of Communication Law (3)
MMC 4420 Research Methods in Mass Communications (3)
RTV 2100 Writing for Radio and TV (3)
RTV 3001 Introduction to Telecommunications (3)
RTV 3301 Broadcast News (4)
RTV 4220 TV Production and Direction (3)
RTV 4320 Electronic Field Production (3)
RTV 4500 Telecommunications Programming (3)
Selective Requirements (3 hrs. required, selected with advisor's approval)

Note: The following courses are required outside the School to complete sequence requirements: ORI 2000 Introduction to Communication as Performance, PHI 1103 Critical Thinking, POS 2041 American National Government, POS 2112 State and Local Government or POS 3142 Introduction to Urban Politics and Government, and SPC 2600 Public Speaking. For Programming and Production: CRW 2100 Narration and Description or ENC 3310 Expository Writing, and PHI 1103 Critical Thinking. See specific courses for prerequisites.

Note: Most Mass Communications courses have prerequisites. They are specified in the course description. Refer to each prerequisite listed to determine progressive prerequisites for each course.

All undergraduate mass communications students who successfully complete MMC 2100 (Writing for the Mass Media) or its equivalent at USF or elsewhere after Spring Term 2001 must meet the requirements of a new 37-hour curriculum. Please see the School of Mass Communications undergraduate adviser or the School of Mass Communications web page for more information.