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 transferring maximum 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.

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.

• 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 English Diagnostic Test prior to entering MMC 2100 (Writing for Mass Media). (Students who transfer MMC 2100 or its equivalent must pass the Mass Communications English 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 31 hours of a combination of required and selective sequence courses for a total of 37 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 80 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 44 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 44 hours of Mass Communications courses, regardless of the departments in which those courses are listed, may 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 graduation requirement. Mass Communications majors are required to take a minimum of 80 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 44 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 44 hours of Mass Communications courses, regardless of the departments in which those courses are listed, may 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 graduation requirement.

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).

Required Upper-level Coursework

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

Sequence Requirements
1. ADVERTISING Requirements
ADV 3000 Introduction to Advertising (3)
ADV 3101 Advertising Copywriting (3)
ADV 3300 Advertising Media Strategy (3)
ADV 3501 Advertising Research (3)
ADV 4800 Advertising Campaigns (3)
ADV 4940 Advertising Practicum (1)
MMC 4203 Media Ethics (3)

Selective Requirements (12 hours required, selected with advisor's approval)

Other Requirements: The following courses are required outside the School to complete sequence requirements:
USF UNDERGRADUATE DEGREE REQUIREMENTS - 2001/2002

2. 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 Communications Law (3)
- MMC 4203 Media Ethics (3)
- JOU 4206 Newspaper and News Publication Design (3)
  or
- PGY 3610 Photojournalism I (3)

Selective Requirements (10 hours required, selected with advisor’s approval)

Other Requirements:
- ECO 1000 Basic Economics (3)
- PHI 1103 Critical Thinking (3)
- POS 2041 American National Government (3)
- POS 2112 State and Local Government and Politics (3)
  or
- POS 3142 Intro to Urban Politics & Government (3)

and
- SYG 2010 Contemporary Social Problems (3)

**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)
- JOU 4212 Magazine Design and Production (3)
- MMC 4200 Communications Law (3)
- MMC 4203 Media Ethics (3)
- MMC 4420 Research Methods (3)

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
- CRW 2100 Narration and Description (3)
- PHI 1103 Critical Thinking (3)
- POS 2041 American National Government (3)
  or
- POS 3142 Intro to Urban Politics & Government (3)

and
- SYG 2010 Contemporary Social Problems (3)

See specific courses for prerequisites.

3. PUBLIC RELATIONS Requirements

**ADV 3000 Introduction to Advertising** (3)
- JOU 2100 Beginning Reporting (3)
- MMC 4200 Communications Law (3)
  or
- MMC 4203 Media Ethics (3)
- PUR 3000 Principles of Public Relations (3)
- PUR 3500 Public Relations Research (3)
- PUR 4100 Writing for Public Relations (3)
- PUR 4103 Public Relations Design and Production (3)
- PUR 4401 Public Relations Issues, Practices, Prob. (3)
- PUR 4801 Advanced Public Relations (3)

Selective Requirements (4 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
- LIS 2002 Introduction to the Internet (3)
- MAN 3025 Principles of Management (3)
- MAR 3023 Basic Marketing (3)
- POS 2041 American National Government (3)
  or
- POS 3142 Intro to Urban Politics and Government (3)

4. TELECOMMUNICATIONS Requirements

**News Option**
- JOU 4104 Public Affairs Reporting (3)
- MMC 4200 Communications Law (3)
- MMC 4420 Research Methods (3)
- RTV 3001 Introduction to Telecommunications (3)
- RTV 3301 Broadcast News (4)
- RTV 4304 TV News (3)
- RTV 4320 Electronic Field Production (3)

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

Other Requirements:
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<tr>
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<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>POS 2041</td>
<td>American National Government</td>
<td>(3)</td>
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<td>(3)</td>
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<td>or</td>
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<td>(3)</td>
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<td>and</td>
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<td>SPC 2600</td>
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**Production Option**

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<tr>
<td>MMC 4200</td>
<td>Communications Law</td>
<td>(3)</td>
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<tr>
<td>RTV 2100</td>
<td>Writing for Radio and TV</td>
<td>(3)</td>
</tr>
<tr>
<td>RTV 3001</td>
<td>Introduction to Telecommunications</td>
<td>(3)</td>
</tr>
<tr>
<td>RTV 3301</td>
<td>Broadcast News</td>
<td>(4)</td>
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<tr>
<td>RTV 4220</td>
<td>TV Production and Direction</td>
<td>(3)</td>
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<tr>
<td>RTV 4320</td>
<td>Electronic Field Production</td>
<td>(3)</td>
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<tr>
<td>RTV 4500</td>
<td>Telecommunications Programming</td>
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**Selective Requirements** (9 hours required, selected with advisor’s approval)

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<td>ENC 3310</td>
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<td>and</td>
<td>PHI 1103</td>
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<tr>
<td>PHI 1103</td>
<td>Critical Thinking</td>
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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.