

# Cover Sheet: Request 15411

## Modify the Minor in Mass Communication Studies

### Info

Process	Minor Modify/Ugrad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	James Babanikos jbabanikos@jou.ufl.edu
Created	11/3/2020 10:28:40 AM
Updated	1/12/2021 9:58:18 AM
Description of request	As it now stands, students doing the Minor in Mass Communications have to choose 5 out of 12 classes to complete the degree. The request is to add another 11 classes to that list to give the students more of a choice and thus make the degree more attractive and current. Two classes were also deleted from the original list of 12 because the seats were needed to accommodate CJC students. The new Minor in Mass Communications will have students choosing 5 classes out of a total of 21 available options.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Mass Communication 23200000	James Babanikos		11/3/2020
No document changes					
College	Approved	JOU - College of Journalism and Communications	James Babanikos		12/11/2020
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		12/18/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/18/2020
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Minor|Modify for request 15411

## Info

**Request:** Modify the Minor in Mass Communication Studies

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**Submitter:** James Babanikos jbabanikos@jou.ufl.edu

**Created:** 1/12/2021 9:56:20 AM

**Form version:** 4

## Responses

### Name

*Enter the name of the minor.*

Response:  
Mass Communications

### Code

*Enter the two or three letter specialization code that identifies the minor in the student information system.*

Response:  
MMC

### Effective Term

*Enter the term (semester and year) at which the modification should be effective.*

Response:  
Earliest Available

### Effective Year

Response:  
Earliest Available

### Proposed Changes

*Describe the proposed changes to the minor.*

Response:  
As it now stands, students doing the Minor in Mass Communication Studies need to take a total of 5 classes (15 credits) out of 12 available options. They need to take four 'primary' courses out of six options (primary courses have no pre-requisites), and one 'additional' course, again out of six options (additional courses have a pre-requisite).

The proposed changes are to add 11 more classes to the 12 available ones so that students have more choices.

Students will now be required students to take three 'primary' (or core) classes from a list of seven (one more was added to the original list of six), and two additional courses (or electives) from a list of 14 (10 of which are new courses added to the list).

Two courses (MMC3420: Consumer and Audience Analysis and ADV3500: Digital Insights) have been removed from the original 'Additional Courses' list because the seats were needed to accommodate CJC students.

**Pedagogical Rationale/Justification**

*Describe the rationale for the proposed changes.*

Response:

The proposed changes are necessary to make the Minor more attractive and current to students by giving them a total of 21 courses to choose from than the 12 that are now available to them.

**Impact on Other Programs**

*Describe any potential impact on other programs or departments, including increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the existing program.*

Response:

This proposed change is not anticipated to have any impact on other programs.

**Catalog Copy**

*Submitter agrees to prepare and upload document showing the catalog copy with the current and proposed curricula edited using the "track changes" feature in Word.*

Response:

Yes

### **Minor in Mass Communication Studies**

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This minor is not open to College of Journalism and Communications majors.

Applicants must have a minimum cumulative 3.00 gpa and receive approval from their College's dean before obtaining Journalism and Communications college approval in 1060 Weimer Hall.

Nine of the required 15 credits must be completed at UF.

#### **Required Courses**

Code	Title	Credits
Primary Courses		12
Additional Course		3
Total Credits		15

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Commented [B4]: Change to: Elective Courses

Commented [B5]: Change to 6

Commented [B6]: Change to: **Approved List of Courses**

#### **Approved Electives**

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#### **Primary Courses**

Code	Title	Credits
ADV 3008	Principles of Advertising	3
MMC 2604	Mass Media and You	3
PUR 3000	Principles of Public Relations	3
RTV 3001	Introduction to Media Industries and Professions	3
RTV 3405	Media and Society	3
VIC3001	Sight, Sound and Motion	4
CJC Study Abroad course		3

#### **Additional Courses**

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Code	Title	Credits
ADV3500	Digital Insights	3
ADV3403	Branding	3
JOU3002	Understanding Audiences	3
JOU3109C	Multimedia Writing	3

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JOU 4004	History of Journalism	3
MMC3260	Communications on the Internet	3
MMC3420	Consumer and Audience Analytics	3
MMC3630	Social Media and Society	3
MMC 3702	Rock and Roll in American Society, part 1	3
MMC3703	Sports Media and Society	3
MMC4200	Law of Mass Communications	3
<del>PUR 3500</del>	<del>Public Relations Research</del>	<del>3</del>
MMC 3702	Rock and Roll in American Society, part 1	3
MMC3420	Consumer and Audience Analytics	3
	World Communication Systems	3
<del>PUR 3500</del>	<del>Public Relations Research</del>	<del>3</del>
PUR3622	Social Media Management	3
RTV3411	Race, Gender, Class and the Media	3
CJC	Study Abroad course	3

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