

Cover Sheet: Request 11315

Add Area of Specialization in Mass Communications to BABA: GBA major within UFO

Info

Process	Program Modify Platform Ugrad/Pro
Status	Pending
Submitter	Byrnes, Erica L erica.byrnes@warrington.ufl.edu
Created	11/18/2016 11:47:51 AM
Updated	11/18/2016 11:53:56 AM
Description of request	This proposal requests approval to offer the Area of Specialization in Mass Communication within the BABA: GBA major in the UF Online curriculum. This Area of Specialization is already in existence for the campus BABA: GBA major. The Warrington College of Business is now seeking permission to offer this Area of Specialization within the newly approved BABA: GBA within UFO.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Business Administration General 011701000	Mathis, Renee C		11/18/2016
Added 2016 JM Mass Communication UFO.pdf					11/18/2016
Added UCCconsult_form_JM_COM_AS.pdf					11/18/2016
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		11/18/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/18/2016
No document changes					
UF Online					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Program|Modify_Platform for request 11315

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Form version: 1

Responses

NameBusiness Administration - General Studies

Major or Minor Code GBA

Effective TermEarliest Available

Effective Year 2017

Differences from Residential Program The requirements for the Area of Specialization in Mass Communication (via the College of Journalism) in the UFO GBA major only differ by one course option. Students enrolled in the campus-based GBA major with a declared Area of Specialization in Mass Communication are permitted to take JOU4004 (History of Journalism) as one of the four courses required for the specialization. JOU 4004 is not yet available online, accordingly, UFO students will have one fewer option from which to choose when pursuing this Area of Specialization.

Pedagogical Rationale/JustificationWe believe this major (GBA) provides students with the opportunity to gain a foundation in business while simultaneously pursuing multi-disciplinary interests outside of business. Merging business with other fields is pragmatic for employability.

The GBA major has already been approved to be offered in UF Online. The present proposal is requesting the addition of a specialization in Mass Communication. Students in the GBA major must declare an Area of Specialization, hence, the Warrington College of Business believes that it is important to offer options that reflect the campus offerings. Mass Communications is an Area of Specialization currently available to campus students in the GBA major, and we are now requesting that this Area of Specialization be permitted in UF Online. Support from the College of Journalism, the college offering the Area of Specialization coursework, is attached.

Impact on Existing Residential and Online ProgramsNo impact is anticipated on the existing residential or online program.

Bachelor of Arts in Business Administration

Area of Specialization: *Mass Communication (COM)*

Description

The Mass Communication minor provides students with an excellent overview of the role media plays in modern society. Courses focus on advertising appeals, product and market research, testing advertising effectiveness, buying advertising space, public relations, and a comprehensive look at the structure and effects of electronic media. The topics discussed in Mass Communication courses directly relate to positions in marketing, sales, public relations and administration in public and government agencies. For career information view: <http://www.crc.ufl.edu/>

Requirements

Online students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

ADV 3008	Principles of Advertising
PUR 3000	Principles of Public Relations
RTV 3001	Introduction to Telecommunication
RTV 3405	Television and American Society

Contact Information

You are always welcome to meet with an online Advisor in the School of Business, however, advising specifically related to Mass Communication is available through the Student Services Office in the College of Journalism. For registration, scheduling, and area-specific questions, please contact:

PATH Advising
advising@jou.ufl.edu
1060 Weimer Hall
352-392-1124

Department Website: <http://www.jou.ufl.edu/academic/default.asp>

Minor Option

A minor is available in this area of specialization. In order to add this minor, you must first complete two of the five required classes. To complete the minor students must earn 15 credit hours with a minimum 3.0 cumulative GPA. You can find out more about the Mass Communication Studies minor offered at: <http://www.jou.ufl.edu/academic/minor.asp>

External Consultation Results (departments with potential overlap or interest in proposed course, if any)

Department	Name and Title
_____	_____
Phone Number	E-mail
_____	_____
Comments	

Department	Name and Title
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Phone Number	E-mail
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Comments	

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