

# Cover Sheet: Request 10535

## Telecommunication Management Requirements

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending
Submitter	Ostroff,David Howard dostroff@ufl.edu
Created	11/4/2015 4:04:17 PM
Updated	1/13/2016 1:50:00 PM
Description	Change track name to Management and Strategy Replace RTV 3511 Fundamentals of Production with RTV 3XXX Understanding Audiences (3 credits) Increase number of required courses in the Operations Block from 1 to 2 Add additional options to the Operations Block RTV 4XXX Digital Game Systems and Applications RTV 4XXX Mobile Media and Apps RTV 4XXX Innovation and Entrepreneurship in Media RTV 4910 Undergraduate Research (with approval) RTV 4930 Special Topics (with approval)

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 012303000	Weigold, Michael Fredrick		12/14/2015
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/14/2015
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Baker, Brandi N	Added to January agenda	12/14/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/14/2015
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					

Step	Status	Group	User	Comment	Updated
No document changes					
College Notified					
No document changes					

# Major|Modify\_Curriculum for request 10535

## Info

**Request:** Telecommunication Management Requirements

**Submitter:** Ostroff,David Howard dostroff@ufl.edu

**Created:** 11/4/2015 4:04:17 PM

**Form version:** 1

## Responses

**Major Name:** Telecommunication

**Major Code:** RTV

**Degree Program Name :** Telecommunication

**Effective Term :** Earliest Available

**Effective Year :** Earliest Available

**Proposed Changes :** Change track name to Management and Strategy

Replace RTV 3511 Fundamentals of Production with RTV 3XXX Understanding Audiences (3 credits)

Increase number of required courses in the Operations Block from 1 to 2

Add additional options to the Operations Block

RTV 4XXX Digital Game Systems and Applications

RTV 4XXX Mobile Media and Apps

RTV 4XXX Innovation and Entrepreneurship in Media

RTV 4910 Undergraduate Research (with approval)

RTV 4930 Special Topics (with approval)

**Pedagogical Rationale/Justification:** These changes represent a greater focus on courses relating to media outlet management and operations by adding an additional course requirement in the Operations Block, and by replacing a less relevant course (RTV 3511 Fundamentals of Production) with one more closely aligned with the track (RTV 3XXX) Understanding Audiences. It also allows students greater flexibility by increasing their choices in the Operations Block.

**Impact on Enrollment, Retention, Graduation:** None

## Management and Strategy

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### Required Core Coursework

- ADV 3008 Principles of Advertising (3)
- MMC 1009 Introduction to Media and Communication \* (1)
- MMC 2121 Fundamentals of Writing for Communicators \* (3)
- MMC 3203 Mass Communications Ethics \* or  
RTV 4432 Ethics and Problems in Telecommunication \* (3)
- MMC 3420 Audience Analytics (3) or  
RTV 4506 Telecommunication Research (3)
- RTV 2100 Writing for Electronic Media \* (3)
- RTV 3001 Introduction to Telecommunication \* (3)
- RTV 3405 Television and American Society (3)
- ~~RTV 3511 Fundamentals of Production \* (3)~~
- RTV 3XXX Understanding Audiences
- RTV 4500 Telecommunication Programming (3)
- RTV 4700 Telecommunication Law and Regulation (3)
- RTV 4800 Telecommunication Planning and Operations (3)
- VIC 3001 Sight, Sound and Motion \* (4)
- Electives inside college: ~~14~~ 8 credits
- Operations Block: Select ~~one~~; two courses cannot be used to fulfill other requirements
  - MMC 3420 Audience Analytics (3)
  - ~~RTV 3101 Advanced Writing for Electronic Media \* (3)~~
  - RTV 4420 New Media Systems \* (3)
  - RTV 4506 Telecommunication Research \* (3)
  - RTV 4XXX Digital Game Systems and Applications
  - RTV 4XXX Mobile Media and Apps
  - RTV 4XXX Innovation and Entrepreneurship in Media
  - RTV 4910 Undergraduate Research (with Approval)
  - RTV 4930 Special Topics (with approval)

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### Recommended Semester Plan

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To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1	Credits
<b>AMH 2020 United States since 1877 (State Core GE-S)</b>	<b>3</b>
ENC 1101 Expository and Argumentative Writing (State Core GE-C) *	3
IUF 1000 What is the Good Life	3
Mathematics (State Core GE-M) *	3
Physical or Biological Science (State Core GE-P or B) *	3
	Total 15

Semester 2	Credits
<b>ECO 2013 Principles of Macroeconomics</b>	<b>4</b>
MUL 2010 Introduction to Music Literature (State Core GE-H/N)	3
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation (GE-H/D)	3
<b>English elective (GE-C; ENC 1102 recommended) *</b>	<b>3</b>
Mathematics (GE-M) *	3
	Total 16

Semester 3	Credits
MMC 1009 Introduction to Media and Communication *	1
MMC 2121 Writing Fundamentals for Communicators *	3
<b>RTV 3001 Introduction to Telecommunication *</b>	<b>3</b>
English elective *	3
Foreign language * or quantitative option	3
Physical or Biological Science (GE-P or B) *	3
	Total 16

Semester 4	Credits
<b>POS 2041 American Federal Government (GE-S)</b>	<b>3</b>
<b>RTV 2100 Writing for Electronic Media **</b>	<b>3</b>
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature 1 *	3
VIC 3001 Sight, Sound and Motion *	4

Foreign language * or quantitative option	3
Total	16

**Semester 5**

**Credits**

ADV 3008 Principles of Advertising 3

RTV 3405 Television and American Society 3

Business outside concentration 4

~~Elective inside college RTV 3XXX Understanding Audiences~~ 3

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Elective outside college 3

Total 16

**Semester 6**

**Credits**

PSY 2012 General Psychology or  
SYG 2000 Principles of Sociology (GE-S) 3

~~RTV 3511 Fundamentals of Production \*Elective Inside College~~ 3

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RTV 4500 Telecommunication Programming 3

Elective inside college 3

Operations block, ~~one course~~ \*Course One\* 3

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Total 15

*For semesters 7-8, students must complete two professional courses.*

**Semester 7**

**Credits**

RTV 4506 Telecommunication Research or  
MMC 3420 Audience Analytics 3

RTV 4700 Telecommunication Law and Regulation 3

Business outside concentration 4

~~Elective inside college~~ Operations Block Course 2 3

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Elective outside college 2

Total 15

**Semester 8**

**Credits**

POS 2112 American State and Local Government or  
INR 2001 Introduction to International Relations or  
CPO 2001 Comparative Politics 3

RTV 4432 Ethics and Problems in Telecommunication \* 3

RTV 4800 Telecommunication Planning and Operations 3



Business outside concentration 4

Elective inside college 2

Total 15

*Up to six credits of professional internship credit may count toward graduation.*

\* Minimum grade of C

\*\* Minimum grade of C. MMC 2100 is accepted in lieu of RTV 2100.