

# Cover Sheet: Request 10454

## Request to offer Mass Communication Studies minor in UFO

### Info

Process	Program Modify Platform Ugrad/Pro
Status	Pending
Submitter	Weigold,Michael Fredrick mweigold@gmail.com
Created	9/28/2015 4:06:45 PM
Updated	9/28/2015 4:07:38 PM
Description	The request is to allow UFO students who wish to complete a minor in the College of Journalism and Communications to have a program for doing so. Communication skills are valued in diverse fields and the addition of the minor will improve UFO for many majors.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Mass Communication 012320001	Weigold, Michael Fredrick		9/28/2015
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		9/28/2015
Added Mass Communication Studies Minor.docx					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/28/2015
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 10454

## Info

**Request:** Request to offer Mass Communication Studies minor in UFO

**Submitter:** Weigold,Michael Fredrick mweigold@gmail.com

**Created:** 9/28/2015 4:06:45 PM

**Form version:** 1

## Responses

**Name:** Mass Communication Studies

**Major or Minor Code :** MCS

**Effective Term:** Earliest Available

**Effective Year :** Earliest Available

**Differences from Residential Program :** The minor is divided into two blocks: general communication theory classes (Block 1, students take four of five classes) and quantitative classes (Block 2, students take one class of four). The Online version will substitute a new course, MMC 3420, Consumer and Audience Analytics, for the ones we currently offer in Block 2).

**Pedagogical Rationale/Justification:** A communication minor is a perfect complement to UFO, as enhanced communication skills are a value in almost every applied field. We believe the courses offer students from a variety of majors insights into how they can be more effective at a) developing strategic messages, b) produce such messages, and c) analyze data for determining the effectiveness of the messages. We have found that such skills are in heavy demand among individuals entering STEM fields and business.

**Impact on Existing Residential and Online Programs:** The expected impact is minimal. Many students in other UFO majors need courses outside of their relevant departments to complete their degrees. This minor offers a coherent set of classes that can meet that need and enhance the skills of graduates from a variety of fields as they enter the job market.

# Mass Communication Studies

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**Credits:** 15, completed with minimum grades of C and no S-U

Applicants must have a minimum cumulative 3.0 GPA and receive approval of their college's dean before obtaining Journalism and Communications college approval in 1000 Weimer Hall.

[Map](#)

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

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

## Required Courses: choose four

Courses	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 Telecommunication	3
RTV 3405 Television and American Society	3
One course offered in CJC study abroad	3

## Additional Course: choose one

Courses	Credits
ADV 3500 Advertising Research	3
JOU 4004 History of Journalism	3
MMC 1702 Rock 'n Roll and America	3
PUR 3500 Public Relations Research	3
<a href="#">MMC 3420 Consumer and Audience Analytics</a>	<a href="#">3</a>
One course offered in CJC study abroad	3

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