

# MASS COMMUNICATION STUDIES MINOR

The Mass Communication Studies minor provides students with an excellent overview of the role media plays in modern society. The topics discussed in Mass Communication courses directly relate to positions in marketing, sales, public relations, and administration in public and government agencies.

## About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Credits:** 15 | Completed with minimum grades of C and no S/U
- **Contact:** 1060 Weimer Hall (<http://campusmap.ufl.edu/?loc=0030>)

## Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.

**Website** (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/>)

## CONTACT

Email ([advising@jou.ufl.edu](mailto:advising@jou.ufl.edu)) | 352.392.0466

2070 WEIMER HALL

GAINESVILLE FL 32611

Map (<http://campusmap.ufl.edu/#/index/0030>)

## Curriculum

- Combination Degrees
- Creative Advertising Certificate
- International Communication Certificate
- Journalism
- Journalism | Sports and Media UF Online
- Mass Communication Studies Minor
- Mass Communication Studies Minor UF Online
- Media Sales Certificate
- Political Communication Certificate
- Spanish Language News Media Certificate

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

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 1060 Weimer Hall.

Map (<http://campusmap.ufl.edu/?loc=0030>)

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

## Required Courses

Code	Title	Credits
Primary courses		9
Additional courses		6
<b>Total Credits</b>		<b>15</b>

## Primary Courses | Select 9 credits

Code	Title	Credits
ADV 3008	Principles of Advertising	3
JOU 3015	Principles of Journalism	3
MMC 2604	Media, Cultures, and Identity	3
PUR 3000	Principles of Public Relations	3
RTV 2405	Media and Society	3
RTV 3001	Introduction to Media Industries and Professions	3

VIC 3001	Sight, Sound and Motion	3
CJC study abroad course		3

### Additional Courses | Select 6 credits

Code	Title	Credits
ADV 3403	Branding	3
JOU 3109C	Multimedia Writing	3
JOU 4004	History of Journalism	3
MMC 3260	Communications on the Internet	3
MMC 3420	Consumer and Audience Analytics	3
MMC 3630	Social Media and Society	3
MMC 3702	Rock 'N Roll and American Society Part 1	3
MMC 3703	Sports Media and Society	3
MMC 4200	Law of Mass Communication	3
MMC 4302	World Communication Systems	3
PUR 3500	Public Relations Research	3
PUR 3622	Social Media Management	3
RTV 3002	Understanding Audiences	3
RTV 3411	Race, Gender, Class and the Media	3
CJC study abroad course		3

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