

MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY MINOR

The Media Production, Management, and Technology Minor (MPMT) offers exciting careers in media and entertainment. The MPMT minor helps students broaden their expertise in video production, media management and/or media sociology.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Credits:** 15
- **Contact:** 1060 Weimer Hall (<http://campusmap.ufl.edu/?loc=0030>)

Department Information

The Media Production, Management, and Technology program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/telecommunication-main-2/>)

CONTACT

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GAINESVILLE FL 32611-8400
Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology
- Media Production, Management, and Technology | Media Management and Technology UF Online

This minor is open to all UF undergraduates. A minimum of nine credits must be taken at UF.

Required Courses

Code	Title	Credits
RTV 3001	Introduction to Media Industries and Professions	3
RTV 3002	Understanding Audiences	3
or MMC 3420	Consumer and Audience Analytics	
Select three:		9
MMC 3420	Consumer and Audience Analytics	
RTV 2100	Media Writing	
RTV 2517	Concepts in Visual Storytelling	
RTV 3511	Fundamentals of Production	
RTV 4500	Content Acquisition, Distribution, and Strategy	
RTV 4506	Applied Media Research	
RTV 4590	Digital Games in Communications	
RTV 4591	Applications of Mobile Technology	
RTV 4800	Media Management and Strategy	
RTV 4930	Special Study in Media Production, Management, and Technology (Media User Experience)	
Total Credits		15