

# MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY

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Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<https://one.ufl.edu/soc/>)

*Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.*

## 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/>)

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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

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Students who have not been admitted to the College of Journalism and Communications must have a 3.0 overall grade point average to enroll in any course other than RTV 2100, RTV 3405, RTV 3601, and RTV 4420.

Entry into the broadcast news sequence is limited to students in the Department of Telecommunication who have taken a competitive entrance exam. Contact the department office for the examination date.

## Courses

### MMC 1009 Introduction to Media and Communications 1 Credit

**Grading Scheme:** Letter Grade

Introduces the tools, resources, and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.

**Prerequisite:** 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

### MMC 2121 Writing Fundamentals for Communicators 3 Credits

**Grading Scheme:** Letter Grade

One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

### MMC 2740 Introduction to Media and Sports 1 Credit

**Grading Scheme:** Letter Grade

Introduces careers in sports media, including sports journalism and sports communications, sports social media, entrepreneurship in sports, and working for a sports team.

### MMC 3030 Personal Branding for Communicators 1 Credit

**Grading Scheme:** Letter Grade

Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.

**Prerequisite:** Journalism and Communications major of junior standing or higher.

**MMC 3203 Ethics and Problems in Mass Communications 3 Credits****Grading Scheme:** Letter Grade

A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.

**Prerequisite:** Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

**MMC 3210 Sports Media Law and Ethics 3 Credits****Grading Scheme:** Letter Grade

Instruction and analysis of laws, cases and legal and ethical issues related to sports and media. Gain a working knowledge of legal and ethical issues and recent court decisions, and develop critical analytical perspectives on actual examples of recent sports media legal and ethical problems.

**Prerequisite:** junior standing or higher.

**MMC 3254 Media Entrepreneurship 1 Credit****Grading Scheme:** Letter Grade

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.

**Prerequisite:** sophomore standing or higher.

**MMC 3260 Communications on the Internet 3 Credits****Grading Scheme:** Letter Grade

History, development, and current state of online communications from teletext to the World Wide Web. Focuses on how online services relate to mass media in the past, present, and future. Analyzes content methods, audiences, and income sources. Create online projects related to mass communication.

**Prerequisite:** Journalism and Communications major of junior standing or higher or instructor permission.

**MMC 3420 Consumer and Audience Analytics 3 Credits****Grading Scheme:** Letter Grade

Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.

**Prerequisite:** Junior standing or higher.

**Attributes:** Artificial Intelligence

**MMC 3614 Media and Politics 3 Credits****Grading Scheme:** Letter Grade

Provides an understanding of the role of the media in the political system. Topics include televised debates, political advertising, political journalism, internet, and alternative media.

**Prerequisite:** Junior standing or higher.

**MMC 3630 Social Media and Society 3 Credits****Grading Scheme:** Letter Grade

Examines the impact of social media on public relations, advertising, journalism, privacy, entertainment, and politics. Discusses the positives of social media and how they can be used for the social good, while also recognizing their dangers.

**Prerequisite:** junior standing or higher.

**MMC 4302 World Communication Systems 3 Credits****Grading Scheme:** Letter Grade

Delves into the historical roots, technology, and trends shaping global communication systems. Equips students to analyze media tools and approaches worldwide.

**Prerequisite:** Junior standing or higher.

**RTV 2100 Media Writing 3 Credits****Grading Scheme:** Letter Grade

Provides fundamental instruction and practice in media writing, and the impact of the media on society. The course focuses on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for online and social media. Additional emphasis examines the use of persuasive writing in branding and networking.

**Prerequisite:** 6 credits of English composition & sophomore standing or above.

**RTV 2251 Digital Video Operations and Optics 2 Credits****Grading Scheme:** Letter Grade

Professional video plays a critical role in shaping the communications landscape, enabling the creation of compelling narratives in film, streaming series, sports, and branded content. This course introduces students to the world of professional video aesthetics and techniques, including camera operations, internal recording systems, and lenses. By the end of it, students will have developed skills in cinematic composition and camera settings, preparing them for careers in visual storytelling.

**Prerequisite:** RTV 2517 must be taken as a pre-req or co-req.

**RTV 2405 Media and Society 3 Credits****Grading Scheme:** Letter Grade

Explores the impact of the media on individuals, society, and culture. Challenges students to think critically about the media with an emphasis on developing media literacy skills.

**RTV 2517 Concepts in Visual Storytelling 3 Credits****Grading Scheme:** Letter Grade

At the intersection of storytelling and visual communication lies a powerful set of tools for engaging audiences, transmitting ideas, and encouraging new perspectives. In this course, students will discover how the human affinity for character and story can be used as a conduit for effective visual communication. They will also gain experience with some of the essential software tools used by professional visual storytellers.

**RTV 2572 Video Editing for Storytellers 2 Credits****Grading Scheme:** Letter Grade

All content creation students must grasp the aesthetics and technical aspects of video editing to shape effective visual storytelling. Video Editing for Storytellers covers essential terminology, applications, and processes for narrative, documentary, and branded content. Explore Adobe Premiere's tools, aesthetic choices, workflows, and color correction/grading techniques.

**Prerequisite:** RTV 2517 (or Coreq).**RTV 3001 Introduction to Media Industries and Professions 3 Credits****Grading Scheme:** Letter Grade

Introduces the cultural, social, legal, business, and career aspects of the media industry.

**Prerequisite:** Sophomore standing or higher.**RTV 3002 Understanding Audiences 3 Credits****Grading Scheme:** Letter Grade

Overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.

**Prerequisite:** junior standing or higher.**RTV 3101 Fiction/Nonfiction Screenwriting 3 Credits****Grading Scheme:** Letter Grade

Provides an overview of the principles of scriptwriting. Instructs students in how to apply these principles through practical application (such as documentary/docudrama and fiction, including feature films and television genres).

**Prerequisite:** (RTV 2100 or MMC 2100) and RTV 3001 with minimum grades of C and MPMT major of sophomore standing or higher.**Attributes:** Satisfies 6000 Words of Writing Requirement**RTV 3108 Screen Writing and Film Producing 2 Credits****Grading Scheme:** Letter Grade

Learn essential mechanics of screenwriting and the transformation of written script to motion picture to prepare for careers in the film, streaming, television, marketing, and branding industries.

**Prerequisite:** RTV 3511 with a minimum grade of C.**RTV 3311 Sound Recording and Design 2 Credits****Grading Scheme:** Letter Grade

Essential skills in sound design, mixing, and editing to prepare for careers in film, television, branded content, gaming, and music.

**Prerequisite:** RTV 2517 must be taken as a pre-req or co-req course.**RTV 3320 Single-Camera Production 3 Credits****Grading Scheme:** Letter Grade

Instruction in the use of digital audio and film production tools as well as the fundamentals of effective visual storytelling in documentary and narrative filmmaking.

**Prerequisite:** RTV 3101 and RTV 3511 with minimum grades of C.**RTV 3330 Documentary Prep 2 Credits****Grading Scheme:** Letter Grade

Hone skills essential to the production of non-fiction narratives, specifically documentary films. Emphasizes planning and structuring documentary productions as well as adding to the production and post-production technical skills practiced in earlier coursework. Experience hands-on instruction in advanced camera work, lighting, and audio. In addition, there is an emphasis on effective communication through visual storytelling.

**Prerequisite:** RTV 3511 with a minimum grade of C.**RTV 3404 Islam, Media, and Popular Culture 3 Credits****Grading Scheme:** Letter Grade

Examines the portrayal of Islam and how Muslims are portrayed in media, including print journalism, photo journalism, television journalism and in pop culture through television shows and films. Students will analyze how Muslims are portrayed through data, research and examples, and create projects in each of these mediums with Muslim subjects.

**Prerequisite:** Junior standing or higher.

**RTV 3411 Race, Gender, Class and the Media 3 Credits**

**Grading Scheme:** Letter Grade

Analyzes issues confronting the communications industries, professionals and media audiences in relation to the context of global and national diversity.

**Prerequisite:** Junior standing or higher.

**RTV 3432 Ethics and Problems in Media 3 Credits**

**Grading Scheme:** Letter Grade

Investigation and discussion of social problems, ethics, and responsibilities in media.

**Prerequisite:** RTV 2100 and RTV 3001 and RTV 2405 and junior standing or higher.

**Attributes:** Artificial Intelligence

**RTV 3443 Media User Experience 3 Credits**

**Grading Scheme:** Letter Grade

Explores the intersection of visual communication, psychology, and media technology to understand user experience (UX) research and user interface (UI) design and evaluate the strengths and weaknesses of user interfaces of current and future technologies, including those related to artificial intelligence.

**Prerequisite:** sophomore standing or higher.

**RTV 3451 Reality TV and Influencer Media 3 Credits**

**Grading Scheme:** Letter Grade

Examines the impact of reality television on our celebrity obsessed American society where now anyone can have their 15 minutes of fame or vote for their new favorite "Idol". With its focus on "real life," reality TV can make regular television seem boring. But how real is the "Real World," when people have their lives taped, edited, packaged, and produced for an audience?

**Prerequisite:** Sophomore standing or higher.

**RTV 3501 Sports Content Strategy and Planning 2 Credits**

**Grading Scheme:** Letter Grade

The sports industry offers diverse careers in marketing, media, player development, and analytics. This course will teach that social media content and planning is not just a marketing tool—it's an essential communication channel. All athletic teams need to create compelling and authentic social media content that's assists in building a loyal fanbase, driving revenue, and growing a team's brand.

**Prerequisite:** RTV3511 with a minimum grade of C.

**RTV 3502C Fundamentals of Sports Production 3 Credits**

**Grading Scheme:** Letter Grade

Prepares for Sports Broadcasting Production by developing professional skills specific to sports media. Through active participation and hands-on experiences, sharpen storytelling skills and develop shooting and editing abilities. Covers multiple sports, providing opportunities to create diversified content for professional portfolios.

**Prerequisite:** (VIC 3001 or JOU 3220C) and (MMC 2121 or JOU 3101 or RTV 2100).

**RTV 3511 Fundamentals of Production 3 Credits**

**Grading Scheme:** Letter Grade

Introduces principles of video production and audiovisual communication in theory and practice. Topics include manual camera controls, visual storytelling through composition and editing, and other relevant production techniques.

**Prerequisite:** RTV 3001 and RTV 2517 and RTV 2251 and RTV 2572, all with minimum grades of C.

**Corequisite:** RTV 3001, if not already taken as a prereq.

**RTV 3518 Branded Content Strategy and Planning 2 Credits**

**Grading Scheme:** Letter Grade

As companies prioritize branded content, demand for skilled professionals grows. This course covers brand identity elements—visuals, messaging, values, and personality—and their impact on branded content across commercials, social media, and long-form videos, teaching how brands use these aspects to engage audiences and shape content strategy.

**Prerequisite:** RTV3511 with a minimum grade of C.

**RTV 3577 Visual Effects and Compositing 2 Credits**

**Grading Scheme:** Letter Grade

Learn secondary post-production technique and theory in motion graphics and visual effects to prepare for careers in the film, streaming, television, marketing, and branding industries.

**Prerequisite:** RTV 3511 with a minimum grade of C.

**RTV 3581 Cinematography 2 Credits**

**Grading Scheme:** Letter Grade

Learn cinematic image control via the visual process of camera, lenses, light, and shadow to gain control of digital motion picture images. Additionally, learn interdisciplinary team-filmmaking, set etiquette, and set safety to prepare for careers in the film, streaming, television, marketing, and branding industries.

**Prerequisite:** RTV 3511 with a minimum grade of C.

**RTV 3583 Lighting for Film and Video 2 Credits****Grading Scheme:** Letter Grade

Lighting is essential in cinematography, shaping the visual narrative. This course teaches cinematographers and videographers the fundamentals of lighting, including techniques, equipment, and safety protocols. Students will learn to manage lighting departments, create plans, troubleshoot on set, and stay updated on new technologies, preparing for leadership roles in film production.

**Prerequisite:** RTV 2517 must be taken as a pre-req or co-req.**RTV 3593 Multimedia Sports Reporting 3 Credits****Grading Scheme:** Letter Grade

Instruction and training in sports information gathering and writing, interviewing and reporting. Special emphasis on enhancing sports writing skills, basic sports production for radio, generation of sports journalism for radio and the internet, and ethics and values of quality sports reporting.

**Prerequisite:** RTV 2100 or MMC 2100 or JOU 3109C with minimum grade of C.**RTV 3663 Film Set Workflow and Operations 2 Credits****Grading Scheme:** Letter Grade

Streaming has increased demand for original content, creating more career opportunities in film production. This course covers essential roles and team collaboration on set, including budgeting, scheduling, casting, producing, and directing. Students will gain a comprehensive understanding of film production design as the industry continues to evolve.

**Prerequisite:** RTV3511 with a minimum grade of C.**RTV 3931 Production Capstone Prep (Special Topics) 2 Credits****Grading Scheme:** Letter Grade

Variable content giving career-path communication students advanced instruction in the use of digital audio and video production tools as well as the fundamentals of effective visual storytelling. Serves as a preparation ahead of the senior workshop (RTV4929c).

**Prerequisite:** RTV 3511 with a minimum grade of C.**RTV 3945 Media Immersion Experience 1-3 Credits****Grading Scheme:** S/U

Provides an immersive experience in one or more areas of electronic media operations, such as program production, journalism, audience research, sales, or promotions.

**Prerequisite:** instructor permission.**RTV 4420 New Media Systems 3 Credits****Grading Scheme:** Letter Grade

Reviews technological development, applications, and implications in media systems; explores relationship between media, technological development and other societal forces to learn to evaluate the future of media systems.

**Prerequisite:** (RTV 2100 or MMC 2100) and RTV 3001 with minimum grade of C and junior standing or higher or instructor permission.**Attributes:** Artificial Intelligence**RTV 4500 Content Acquisition, Distribution, and Strategy 3 Credits****Grading Scheme:** Letter Grade

Audience and economic considerations related to media content acquisition, distribution, and strategy for traditional and digital platforms, including streaming/OTT.

**Prerequisite:** (RTV 2100 or MMC 2100) and RTV 3001 with minimum grades of C.**RTV 4506 Applied Media Research 3 Credits****Grading Scheme:** Letter Grade

Covers the fundamental concepts and essential skills necessary for conducting media research; emphasis on designing primary research, collecting digital data, analyzing trends, and communicating findings to clients and audiences.

**Prerequisite:** RTV 4500 with minimum grade of C.**RTV 4507C Producing and Directing Sports 3 Credits****Grading Scheme:** Letter Grade

Provides aspiring professionals with the basic skills necessary to produce and direct live sports broadcasts. Modeled after real-world production practices, this course combines informative lectures with hands-on applications that allow learners to develop their producing and directing skills.

**Prerequisite:** RTV 3502C with a minimum grade of C.**RTV 4590 Digital Games in Communications 3 Credits****Grading Scheme:** Letter Grade

Focuses on the application of digital games in the communication fields including journalism (news games), entertainment (transmedia storytelling/alternate reality game), advertising (advergaming), and other fields such as education, health, and politics.

**Prerequisite:** Junior standing or higher.**RTV 4591 Applications of Mobile Technology 3 Credits****Grading Scheme:** Letter Grade

Review of developments of mobile devices and use these tools in the creation and distribution of content. Instruction in developing apps.

**Prerequisite:** Junior standing or higher.

**RTV 4700 Media Law and Policy 3 Credits**

**Grading Scheme:** Letter Grade

Introduction to the laws and regulations affecting the past, present, and future of communication technology, emphasizing free expression, privacy, defamation and intellectual property.

**Prerequisite:** (RTV 2100 or MMC 2100) and RTV 3001 with minimum grade of C.

**Attributes:** Artificial Intelligence

**RTV 4800 Media Management and Strategy 3 Credits**

**Grading Scheme:** Letter Grade

Concepts and applications in media management and relevant strategic practices, including marketing, business intelligence, finance, management/leadership, strategic planning, innovations, and decision-making in the context of media related industries.

**Prerequisite:** RTV 4500 and (RTV 4506 or MMC 3420).

**Attributes:** Artificial Intelligence

**RTV 4905 Individual Projects in Media 1-3 Credits**

**Grading Scheme:** Letter Grade

The student and the instructor choose an independent topic or project that will provide media experience.

**Prerequisite:** 10 credits minimum of junior/senior-level MPMT courses, and instructor and department permission.

**RTV 4910 Media Undergraduate Research 0-3 Credits**

**Grading Scheme:** S/U

Provides an opportunity for firsthand, supervised research. "Research" is defined as mentored, but self-directed, work that enables individuals or a small group to explore an issue of interest to them and to communicate the results to others.

**Prerequisite:** (RTV 2100 or MMC 2100 or JOU 3109C) and RTV 3001 with minimum grades of C or instructor permission.

**RTV 4929C Senior Advanced Production Workshop 4 Credits**

**Grading Scheme:** Letter Grade

Emphasizes producing sophisticated video productions in various formats, including drama, sports, documentaries, and corporate communication. Topics include concept development and scriptwriting, directing, advanced camera and lighting techniques, post-production, and special effects/graphics.

**Prerequisite:** RTV 3320 and a capstone prep (RTV 3516, RTV 3108, RTV 3330, RTV 3577, RTV 3581, RTV 3501, RTV 3518 or RTV 3663), all with C or better.

**RTV 4930 Special Study in Media Production, Management, and Technology 1-3 Credits**

**Grading Scheme:** Letter Grade

Variable content, providing opportunity for study in areas of broadcasting such as television staging and lighting, film criticism, communication theory and other fields.

**Prerequisite:** Junior standing or higher.

**RTV 4940 Media Internship 1-4 Credits**

**Grading Scheme:** S/U

Student and instructor will select an appropriate work area related to the media field for on-the-job training. Student will work a minimum of 55 hours on the job for every credit to be received. Progress reports and summary required.

**Prerequisite:** appropriate professional courses, a 2.5 GPA and department permission.

**RTV 4959C Sports Capstone 3 Credits**

**Grading Scheme:** Letter Grade

Integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Prepares students to perform satisfactorily in entry-level sports communication and media positions.

**Prerequisite:** PUR 3463 and JOU 4313C with minimum grades of C.

**VIC 3001 Sight, Sound and Motion 3 Credits**

**Grading Scheme:** Letter Grade

Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

**Prerequisite:** Sophomore standing or higher

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