

# COLLEGE OF ARTS AND SCIENCES

---

UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

---



- **MASS COMMUNICATIONS (COM) (CIP = 09.0102)**

The University of South Florida's School of Mass Communications is fully accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), one of 112 accredited programs in the nation. The School of Mass Communications' prides itself on its focus on contemporary professional communications grounded in the traditional liberal arts. The program emphasizes strategic thinking, persuasive presentations, clear and compelling writing, and the use of appropriate media in professional communications and media distribution. It introduces students to the theories, principles, and practices of professional communications, based on the concept of freedom of information as the cornerstone of constitutional democracy. It prepares students for future leadership roles in professional communications and media.

# COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

Graduates of the School of Mass Communications will understand the structure and functions of mass media systems as well as the basic processes of professional communication. In addition, students specialize in an area of mass communications (advertising, multimedia journalism and production, or public relations) to blend a strong introduction to professional skills with the theoretical orientation.

Majors seeking careers in the mass media will be directed to the various media in close contact with the School for summer internships, *practica* and part-time work. A limited number of students will have the opportunity to serve as interns with a mass communications organization and take MMC 4945 for three hours credit. Students may not receive credit for both an internship (MMC 4945) and a practicum (ADV 4940, JOU 3940, JOU 4941, JOU 4944, PUR 4700, RTV 3941, RTV 4942, VIC 3943).

## Prerequisites (State Mandated Common Prerequisites) for Students Transferring from a Florida College System Institution

*This is a limited access program.* Students wishing to transfer to USF should complete an A.A. degree at a Florida College System institution. Some courses required for the major may also meet Foundations of Knowledge and Learning General Education Requirements thereby transferring maximum hours to the university. If students transfer with fewer than 60 semester hours of acceptable credit, the students must meet the university's entering freshman requirements including ACT or SAT test scores, GPA, and course requirements.

The transfer student should also be aware of the immunization, foreign language, and continuous enrollment policies of the university.

Students must complete 18 semester hours outside the Mass Communications curriculum and beyond the 36 hours of general education requirements prior to entering the university. If these courses are not taken at the community college, they must be completed before the degree is granted. A grade of "C" is the minimum acceptable grade. Students are encouraged to complete the following prerequisites, or major, support, or elective courses if available, during the program of study at the community college, and when feasible in General Education/Gordon Rule courses.

English Composition (minimum grade of "C")	6
MMC 3602 Mass Communications and Society	3

Prior to being admitted to the School of Mass Communications, a student must:

1. Complete a minimum of 30 semester hours including all General Education requirements and six hours of English composition (with a minimum grade of "C"),
2. Earn a 2.75 overall GPA
3. Pass a School-administered English Diagnostic Test.

A maximum of nine semester hours in Mass Communications courses will be accepted from a community college or other lower-level program toward a degree in Mass Communications. It is suggested that the nine hours include the equivalent of the School core curriculum and one sequence introduction course. Approval by an appropriate advisor is required.

## Entrance requirements for School of Mass Communications

Students must meet the following requirements to gain entrance into MMC 2100 – Writing for the Mass Media:

1. 2.75 Overall GPA
2. Completion of ENC 1101 and 1102 with a minimum grade of "C" in each
3. Minimum of 30 hours (including at least 15 semester hours for which grades and a grade point average have been awarded)
4. Minimum score of 60 percent (120 out of a possible 200 points) on the Mass Communications English Diagnostic Test OR 70 percent (140 out of a possible 200 points) for students who transfer MMC 2100 or its equivalent

All majors must complete MMC 2100, Writing for the Media, and MMC 3602, Mass Communications and Society, with a minimum grade of "C" before any other Mass Communications course may be taken. Students failing to achieve a minimum grade of "C" in both MMC 2100 and MMC 3602 will be disallowed as majors in the School.

## Graduation requirements for School of Mass Communications

The Mass Communications major requires six hours of core curriculum courses (MMC 2100 and MMC 3602) and 31 hours of required and selective sequence courses for a total of 37 hours in Mass Communications within the 124-hour degree requirement. Six hours in Mass Communications writing courses (three hours in addition to MMC 2100) are a part of the graduation requirement.

Additional graduation requirements:

1. A 2.50 GPA in Mass Communications courses is required for graduation.
2. No student may graduate with a grade lower than "C" in any Mass Communications course.
3. 80 hours in courses outside the School of Mass Communications, including 65 hours in the liberal arts (as approved by the department).

# COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

4. No more than 44 hours of Mass Communications courses may be applied toward the bachelor's degree within the 124-hour graduation requirement.
5. At least 22 hours of resident School courses are required.
6. Sign Language may be used as an option by Mass Communications majors to fulfill the language requirement.

Most Mass Communications courses have prerequisites as specified in the course description (these prerequisites are separate from the State Mandated Common Prerequisites for program admission listed below). Refer to each prerequisite listed to determine progressive prerequisites for each course. Students should also note the Mass Communications major is a four-semester program at a minimum and the majority of courses are offered only during the day.

All material submitted by students as assignments in writing, reporting, editing, photography and electronic news gathering and production classes is subject to publication or broadcast. The School uses a variety of online, print and electronic media outlets.

## The School of Mass Communications Core Curriculum

MMC 2100 Writing for the Mass Media

MMC 3602 Mass Communication and Society

### Sequence Requirements

#### **ADVERTISING Requirements**

ADV 3008 Introduction to Advertising

ADV 3101 Advertising Creativity

ADV 3300 Advertising Media Strategy

ADV 3500 Advertising Research

ADV 4600 Advertising Management

ADV 4800 Advertising Campaigns or MMC 4936 Selected Topics in Mass Communication Studies\*

ADV 4940 Advertising Practicum

MMC 4200 Communications Law or MMC 4203 Media Ethics

#### **Sequence Specialization Courses** (two courses within specialization)

##### Creative Specialization (two courses)

ADV 4204 Advanced Advertising Creativity (required)

ADV 4710 Portfolio Building or MMC 4936 Selected Topics in Mass Communications Studies\*

##### Media Specialization (two courses)

ADV 4301 Advanced Media Strategy (required)

ADV 4310 Digital Media or MMC 4936 Selected Topics in Mass Communications Studies\*

#### **Selective Requirements** (one course)

JOU 2100 Beginning Reporting

PUR 3000 Principles of Public Relations

RTV 3001 Introduction to Telecommunications

MMC 4936 Selected Topics in Mass Communications Studies\*

\*Please see the academic advisor for appropriate selected topics courses.

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics

MAR 3023 Basic Marketing

### Multimedia Journalism and Production Requirements

#### **News-Editorial Option**

JOU 2100 Beginning Reporting

JOU 3101 Advanced Reporting

JOU 4181 Public Affairs Reporting

JOU 4201 News Editing I

MMC 4200 Communications Law

MMC 4203 Communication Ethics

JOU 4206 Newspaper and News Publication Design or PGY 3610 Photojournalism I

Selective Requirements (10 hours required, selected with advisor's approval)

# COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics  
PHI 1103 Critical Thinking  
POS 2041 American National Government  
SYG 2010 Contemporary Social Problems  
and  
POS 2112 State and Local Government and Politics or POS 3142 Intro to Urban Politics & Government

## **Magazine Option**

JOU 2100 Beginning Reporting  
JOU 3101 Advanced Reporting  
JOU 3308 Magazine Article and Feature Writing  
JOU 4201 News Editing I  
JOU 4212 Magazine Design and Production  
MMC 4200 Communications Law  
MMC 4203 Communication Ethics  
MMC 4420 Research Methods

Selective Requirements (7 hours required, selected with advisor's approval)

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics  
CRW 2100 Narration and Description  
PHI 1103 Critical Thinking  
POS 2041 American National Government  
SYG 2010 Contemporary Social Problems  
and  
POS 2112 State and Local Government and Politics or POS 3142 Intro to Urban Politics and Government

## **Telecommunications News Option**

JOU 4181 Public Affairs Reporting  
MMC 4200 Communications Law  
MMC 4420 Research Methods  
RTV 3001 Introduction to Telecommunications  
RTV 3301 Broadcast News  
RTV 4304 TV News  
RTV 4320 Electronic Field Production

Selective Requirements (9 hours required, selected with advisor's approval)

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

PHI 1103 Critical Thinking  
POS 2041 American National Government  
SPC 2608 Public Speaking  
and  
POS 2112 State and Local Government and Politics or POS 3142 Intro to Urban Politics and Government

## **Telecommunications Production Option**

MMC 4200 Communications Law  
RTV 2100 Writing for Radio and TV  
RTV 3001 Introduction to Telecommunications  
RTV 3301 Broadcast News  
RTV 4220 TV Production and Direction  
RTV 4320 Electronic Field Production  
RTV 4500 Telecommunications Programming and Management

Selective Requirements (9 hours required, selected with advisor's approval)

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

PHI 1103 Critical Thinking  
and

# COLLEGE OF ARTS AND SCIENCES

---

UNIVERSITY OF SOUTH FLORIDA 2012-2013 UNDERGRADUATE CATALOG

---

CRW 2100 Narration and Description or ENC 3310 Expository Writing

## **PUBLIC RELATIONS Requirements**

ADV 3008 Introduction to Advertising  
JOU 2100 Beginning Reporting  
MMC 4200 Communications Law or MMC 4203 Communication Ethics  
PUR 3000 Principles of Public Relations  
PUR 3500 Public Relations Research  
PUR 4100 Writing for Public Relations  
PUR 4101 Public Relations Design and Production  
PUR 4401 Public Relations: Issues, Practices, Prob.  
PUR 4801 Advanced Public Relations

Selective Requirements (4 hours required, selected with advisor's approval)

**Other Requirements:** The following courses are required outside the School to complete sequence requirements:

ECO 1000 Basic Economics  
LIS 2005 Library and Internet Research Skills  
MAN 3025 Principles of Management  
MAR 3023 Basic Marketing  
POS 2041 American National Government  
POS 2112 State and Local Government and Politics or POS 3142 Intro to Urban Politics and Government

## **Requirements for the Minor in Mass Communications**

The minor in Mass Communications is available to students pursuing any other major at USF. Students who wish to minor must apply for admission to the School of Mass Communications and must meet all admission standards required of majors. Please see "Requirements for the Major in Mass Communications" for more admission information.

The minor in Mass Communications requires a minimum of 18 hours of School coursework, including:

MMC 2100 (3)            MMC 3602 (3)

The other 12 hours may be selected from among School offerings and must include a minimum of 9 hours at the 3000-level or higher. All major course prerequisites must be met. A grade of "D" or "F" will not be counted toward a mass communications minor and a 2.50 grade point average in all minor coursework must be maintained. All minor hours must be completed at USF.

## **Mass Communications Faculty**

*Director:* F. W. Pearce; *Professor:* E. J. Friedlander, F. W. Pearce; *Associate Professors:* K. Burns, K. Killebrew, S. Liu, K. Page Werder; *Assistant Professors:* J. Brown, M. Mitrook, R. Watson; *Visiting Assistant Professor:* R. Wilber; *Instructors:* W. Garcia, C. O'Brien, K. Arnold Ruyle, D. Smith, H. J. Vincent; *Visiting Instructors:* K. Hawley, R. Mendez; *Zimmerman Program Administrator:* C. O'Brien; *Clendinen Professor:* G. Thelen; *Courtesy Professor:* J. Gathegi; *Emerita:* D. S. Bagley III, L. Z. Leslie, R. Miller, B. K. Petersen.