• MASS COMMUNICATIONS (COM)

The School of Mass Communications, accredited by the Accrediting Council on Education in Journalism and Mass Communications, offers approximately 70 courses varying in content from the highly technical and field-specialized in some cases to an essential liberal arts orientation in others. The program introduces students to the theories, principles, and problems of communications, emphasizing the concept of freedom of information as the cornerstone of constitutional democracy and preparing students for future leadership roles in communications media. Graduates should understand the structure and functions of mass media systems as well as the basic processes of communication. In addition, students specialize in an area of mass communications (advertising, journalism, public relations, or telecommunications) 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).

Requirements for the Major in Mass Communications

To be admitted to the core curriculum in Mass Communications, students must have completed general education requirements or a minimum of 45 hours with a 2.75 minimum Overall Grade Point Average, including ENC 1101 and ENC 1102 with a minimum grade of "C" in each. Applicants must establish a minimum score of 60 percent on the Mass Communications English Diagnostic Test prior to entering MMC 2100 (Writing for Mass Media). (Students who transfer MMC 2100 or its equivalent must pass the Mass Communications English Diagnostic Test with a score of at least 70 percent, which is the same score required for the successful completion of MMC 2100 at USF.) Both courses in the Mass Communications core curriculum (MMC 2100 and MMC 3602) must be completed 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. A 2.5 GPA in Mass Communications courses is required for graduation, and no student may graduate with a grade lower than “C” in any Mass Communications course.

The Mass Communications major requires six hours of core curriculum courses (MMC 2100 and MMC 3602) and 31 hours of a combination 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.

Mass Communications majors are required to take a minimum of 80 hours in courses outside the journalism and mass communications areas, with no fewer than 65 hours in the basic liberal arts and sciences. (Liberal Arts courses are listed in materials available from the School program advisor.) To facilitate this, no more than 44 hours of Mass Communications courses may be applied toward the bachelor’s degree within the 124-hour graduation requirement. Mass Communications majors taking more than 44 hours of Mass Communications courses, regardless of the departments in which those courses are listed, must add those hours to the 124 hours required for graduation. In particular, film and photography courses offered in other departments may be considered to be Mass Communications courses and added to the 124-hour degree requirement.

At least twenty-two (22) hours of resident School courses are required.

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 print and electronic media outlets.

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 also should note that the Mass Communications major is a four-semester program at a minimum and the majority of courses are offered only during the day.

Prerequisites (State Mandated Common Prerequisites)

This is a limited access program. Students wishing to transfer to USF should complete the A.A. degree at the community college. Some courses required for the major may also meet 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 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:
Complete a minimum of 45 semester hours including all General Education requirements and six hours of English composition (with a minimum grade of “C”), earn a 2.75 overall GPA, and 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.

Required Upper-Level Coursework for the Mass Communications Major

School Core Curriculum
MMC 2100 Writing for the Mass Media
MMC 3602 Mass Comm and Society

Sequence Requirements

1. ADVERTISING Requirements
   ADV 3000 Introduction to Advertising
   ADV 3101 Advertising Copywriting
   ADV 3300 Advertising Media Strategy
   ADV 3501 Advertising Research
   ADV 4800 Advertising Campaigns
   ADV 4940 Advertising Practicum
   MMC 4203 Media Ethics
Selective Requirements (12 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
- MAR 3023 Basic Marketing

See specific courses for prerequisites.

2. JOURNALISM Requirements

News-Editorial Option
- JOU 2100 Beginning Reporting
- JOU 3101 Advanced Reporting
- JOU 4181 Public Affairs Reporting
- JOU 4200 News Editing I
- MMC 4200 Communications Law
- MMC 4203 Media Ethics
- JOU 4206 Newspaper and News Publication Design
- or
- PGY 3610 Photojournalism I

Selective Requirements (10 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
- PHI 1103 Critical Thinking
- POS 2041 American National Government
- POS 2112 State and Local Government and Politics
- or
- POS 3142 Intro to Urban Politics & Government
- and
- SYG 2010 Contemporary Social Problems

Magazine Option
- JOU 2100 Beginning Reporting
- JOU 3101 Advanced Reporting
- JOU 3308 Magazine Article and Feature Writing
- JOU 4200 News Editing I
- JOU 4212 Magazine Design and Production
- MMC 4200 Communications Law
- MMC 4203 Media 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
- POS 2112 State and Local Government and Politics
- or
- POS 3142 Intro to Urban Politics & Government
- and
- SYG 2010 Contemporary Social Problems

See specific courses for prerequisites.

Visual Communications Option
- JOU 2100 Beginning Reporting
- JOU 4200 News Editing I
- JOU 4206 Newspaper and News Publication Design
- MMC 4200 Communications Law
- MMC 4203 Media Ethics
- MMC 4936 Selected Topics: Visual Communication and New Media
- PGY 3610 Photojournalism I
- VIC 3001 Introduction to Visual Communications
- VIC 3943 Visual Communications Practicum

Selective Requirements (6 hours required, selected with advisor’s approval)

Other Requirements: The following courses are required outside the School to complete sequence requirements:
- An advisor-approved 6-hour concentration
- ECO 1000 Basic Economics
- SYG 2010 Contemporary Social Problems

3. PUBLIC RELATIONS Requirements

ADV 3000 Introduction to Advertising
- JOU 2100 Beginning Reporting
- MMC 4200 Communications Law
- or
- MMC 4203 Media Ethics
- PUR 3000 Principles of Public Relations
- PUR 3500 Public Relations Research
- PUR 4101 Public Relations Design and Production
- 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
- MAR 3023 Basic Marketing
- POS 2041 American National Government
- POS 2112 State and Local Government and Politics
- or
- POS 3142 Intro to Urban Politics & Government
- and
- SPC 2600 Public Speaking

Production Option
- MMC 4200 Communications Law
- RTV 2100 Writing for Radio and TV
- RTV 3301 Introduction to Telecommunications
- RTV 3301 Introduction to Telecommunications
- RTV 3301 Introduction to Telecommunications
- 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
- POS 2041 American National Government
- POS 2112 State and Local Government and Politics
- or
- POS 3142 Intro to Urban Politics & Government
- and
- SPC 2600 Public Speaking

Production Option
- MMC 4200 Communications Law
- RTV 2100 Writing for Radio and TV
- RTV 3301 Introduction to Telecommunications
- RTV 3301 Introduction to Telecommunications
- 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:
- CRW 2100 Narration and Description
- ENC 3310 Expository Writing
- or
- ENC 3310 Expository Writing
- and
- PHI 1103 Critical Thinking
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 2.5 grade point average in all minor coursework must be maintained. All minor hours must be completed at USF.