

Bachelor of Arts in Business Administration **Area of Specialization: *Mass Communication (COM)***

Description

The Mass Communication minor provides students with an excellent overview of the role media plays in modern society. Courses focus on advertising appeals, product and market research, testing advertising effectiveness, buying advertising space, public relations, and a comprehensive look at the structure and effects of electronic media. The topics discussed in Mass Communication courses directly relate to positions in marketing, sales, public relations and administration in public and government agencies. For career information view: <https://career.ufl.edu/>

Requirements

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

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| ADV 3008 | Principles of Advertising |
| PUR 3000 | Principles of Public Relations |
| JOU 4004 | History of Journalism |
| RTV3001 | Introduction to Media Industries and Professions |
| RTV 3405 | Television and American Society |
| RTV4700 | Telecommunication Law and Regulation |
| MMC3702 | Rock 'n Roll and American Society |
| MMC3703 | Sports Media and Society |
| MMC4200 | Law of Mass Communication |
| VIC3001 | Sight, Sound and Motion |
| JOU3109c | Multimedia Writing |

Contact Information

You are always welcome to meet with an Advisor in the School of Business, however, advising specifically related to Mass Communication is available through the PATH office in the College of Journalism and Communications. For registration, scheduling, and area-specific questions, please contact:

PATH Advising
advising@jou.ufl.edu
1060 Weimer Hall
352-392-1124

Department Website: <https://www.jou.ufl.edu/current-students/undergraduate/academic-advising/>

Minor Option

A minor is available in this area of specialization. In order to add this minor, you must first complete two of the five required classes. To complete the minor students must earn 15 credit hours with a minimum 3.0 cumulative GPA. You can find out more about the Mass Communication Studies minor offered at:

<https://catalog.ufl.edu/ugrad/current/journalism/minors/mass-communication-studies.aspx>