MASS COMMUNICATION

Program Information
Ph.D. in Mass Communication
The Ph.D. degree is a research degree. The Ph.D. program is designed to help develop knowledge, attitudes, and skills so graduates can make important contributions to understanding mass communication. Faculty members help students lay the foundation for a lifetime of significant, creative work.

The doctoral program prepares students for a variety of opportunities in mass communication. Graduates are expected to teach at colleges and universities; conduct research for organizations in advertising, journalism, public relations, telecommunication, and other mass communication fields; do consulting; and conduct research and contribute to policy in government and private organizations. Doctoral students in the College of Journalism and Communications gain valuable experience in both teaching and research. Assistantships help prepare students for academic and other research positions. Students in the program have consistently been among the nation’s leaders in winning top-paper awards at national and regional scholarly meetings.

Master of Arts in Mass Communication (M.A.M.C.)
There are several specializations available for the Master of Arts in Mass Communication:

The Journalism specialization program in the UF College of Journalism and Communications combines study of the academic literature on the societal role and effects of mass communication in general and journalism in particular with courses designed to improve students’ practice of the journalism craft. The Journalism specialization at the master’s level is designed for students interested in all areas of non-broadcast journalism (i.e. newspapers, magazines and online publishing). Those who have an educational and or professional background in journalism can enhance their understanding of the role of journalism in society, as well as improving reporting and writing skills. However, the program is also well-suited for students with a long-term interest in college-level journalism education, who can pursue the master's degree as preparation for entry into a doctoral program. For more information, please see our website: http://www.jou.ufl.edu/academics/masters/mamc-journalism (http://www.jou.ufl.edu/academics/masters/mamc-journalism/).

The Pro Master’s specialization: The Professional Master's track is an on-campus program focused in four core/cross disciplines:

• applied theory;
• communication, technology and society;
• multimedia storytelling; and
• data creation/analysis/data visualization.

The track is designed specifically for those who want to develop additional skills to become more competitive in the job market. The program allows you to develop your own customizable curriculum from three key career areas: Data/Research, Creative or Management. Students can use our suggested curriculum or create your own path to reach your personal career goals.

The Professional Masters’ can be completed in one year, for those who want an accelerated program, or two years. Admission is for the fall semester only. For more information, please see our website: https://www.jou.ufl.edu/current-students/masters/promasters/.

The Public Relations specialization at the master’s level is a research-based program designed to prepare students for careers and advancement in the industry or for entering doctoral studies. Students learn the conceptual foundations of public relations and develop professional and research competency within the duration of the program. Courses in the public relations specialization focus on conceptual foundations of public relations, including mass communication and society; professional and managerial skills mastery; and research expertise. For more information, please see our website: http://www.jou.ufl.edu/academics/masters/master-of-public-relations (http://www.jou.ufl.edu/academics/masters/master-of-public-relations/).

The Telecommunication specialization program in the UF College of Journalism and Communications combines courses in Mass Communication, Telecommunication, and other areas relevant to the student’s goals. There is a thesis track, appropriate for students who will later seek the Ph.D. or who wish to learn the skills and knowledge associated with thesis research or project in lieu of thesis. The Telecommunication track is designed for students with the following interests:

• Operation or management of telecommunication outlets (broadcast stations, cable systems, program distributors, etc.) and emerging media
• Telecommunication regulation and policy
• Audience research
• Preparation for an advanced degree

For more information, please see our website: http://www.jou.ufl.edu/academics/masters/mamc-telecommunication (http://www.jou.ufl.edu/academics/masters/mamc-telecommunication/).

The International/Intercultural Communication specialization: The field of international communication encompasses the study of international journalism (both print and broadcast) and international business and marketing communication. The field of intercultural communication focuses on the interactions between people of different cultures, values and histories. Through their study, students learn to appreciate and engage diverse cultures and media, gaining the knowledge and skills you need to thrive in today’s challenging global community. The international/intercultural track in mass communication culminates with the student writing a thesis on an international/intercultural topic in communication, applying one or more of the methods used in communication research. For more information, please see our website: http://www.jou.ufl.edu/academics/masters/mamc-internationalintercultural-communication-specialization (http://www.jou.ufl.edu/academics/masters/mamc-internationalintercultural-communication-specialization/).

The Science and Health Communications specialization program is designed to teach scientists and health specialists to communicate effectively via media, and to teach mass media specialists the background science to translate the language of science and health into meaningful and understandable stories for their audiences. These goals are achieved through theoretical writing and applied courses. At least two aspects of the program make it unique among science communication programs nationwide. First, other existing science communication programs in the U.S. focus on training journalists. UF’s program is open to journalists who want to specialize in covering science and health, offers training for people planning to work as public affairs or public information officers for science and health organizations,
for other communication specialists, and for scientists who need to
be able to communicate with the public about their work. Second, the
program focuses on training students to understand and communicate
effectively about science and health policy. For more information, please see
our website: http://www.jou.ufl.edu/academics/masters/mamc-
sciencehealth-communication (http://www.jou.ufl.edu/academics/
masters/mamc-sciencehealth-communication/).

Combination Degrees: The College of Journalism and Communications
participates in many combination degree programs throughout
UF. They currently participate in the following ways: between any
UF undergraduate Bachelor’s Degree and Master of Arts in Mass
Communication; a Bachelor of Science (B.S.) with a major in Advertising
and a Master of Arts in Mass Communication (M.A.M.C.) with a major
in Mass Communication; a Bachelor of Science (B.S.) with a major in
Journalism and a Master of Arts in Mass Communication (M.A.M.C.)
with a major in Mass Communication; a Bachelor of Science (B.S.)
with a major in Media Production, Management, & Technology and a
Master of Arts in Mass Communication (M.A.M.C.) with a major in Mass
Communication; and, a Bachelor of Science (B.S.) with a major in Public
Relations and a Master of Arts in Mass Communication (M.A.M.C.) with a
major in Mass Communication.

For more help with any of our graduate degree programs, please refer to
our website: http://www.jou.ufl.edu/academics (http://www.jou.ufl.edu/
academics/).

Degrees Offered

Degrees Offered with a Major in Mass
Communication

- Doctor of Philosophy
  - without a concentration
  - concentration in Clinical and Translational Science
- Master of Arts in Mass Communication
  - without a concentration
  - concentration in Audience Analytics
  - concentration in Digital Strategy
  - concentration in Global Strategic Communication
  - concentration in Political Communication
  - concentration in Professional Communication
  - concentration in Public Interest Communication
  - concentration in Public Relations
  - concentration in Public Relations and Communication
    Management
  - concentration in Science and Health Communication
  - concentration in Social Media
  - concentration in Web Design and Online Communication

Requirements for these degrees are given in the Graduate Degrees
(http://gradcatalog.ufl.edu/graduate/degrees/) section of this catalog.

Courses

College of Journalism and Communications Courses

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ADV 5005</td>
<td>Advertising Planning</td>
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<td>ADV 5407</td>
<td>Content Marketing</td>
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<td>ADV 5409</td>
<td>Principles of Political Advertising</td>
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<td>ADV 5815</td>
<td>Inbound Marketing Strategy</td>
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<td>UX Design Theory</td>
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<td>MMC 5306</td>
<td>International Communication</td>
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<td>MMC 5308</td>
<td>Communicating for Success</td>
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<td>MMC 5406</td>
<td>Selling Today</td>
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<td>MMC 5422</td>
<td>Customer Research and the Fundamentals of Online Testing</td>
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<td>MMC 5427</td>
<td>Research Methods in Digital Communication</td>
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<td>MMC 5435</td>
<td>Messaging Strategy and the Centrality of the Value Proposition</td>
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<td>MMC 5436</td>
<td>Messaging Methodologies and the Practice of Conversion Optimization</td>
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<td>MMC 5449</td>
<td>Consumer and Audience Analytics</td>
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<td>MMC 5458</td>
<td>Statistics for Analysts in Communication</td>
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<td>MMC 5465</td>
<td>Communication Leadership</td>
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<td>MMC 5468</td>
<td>Understanding Audiences</td>
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<td>MMC 5495</td>
<td>Introduction to Public Interest Communication</td>
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<td>MMC 5515</td>
<td>Technology Policy</td>
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<td>MMC 5529</td>
<td>Customer Management and the Nurturing of Enduring Relationships</td>
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<td>MMC 5570</td>
<td>Foundations of Intercultural Communication</td>
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<td>Cross Platform Media Selling</td>
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<td>Digital Sales and Engagement</td>
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<td>Lead Generation and Management</td>
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<td>Social Media Advertising for Conversions</td>
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<td>Personal Branding and Digital Reputation Management</td>
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<td>Data Visualization</td>
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<td>Audio-Visual Storytelling</td>
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<td>Web Interactivity and Engagement</td>
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<td>MMC 6205</td>
<td>Social Media Ethics</td>
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<td>MMC 6213</td>
<td>Strategic Communication Ethics and Concepts</td>
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<td>MMC 6278</td>
<td>Advanced Web Topics II</td>
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<td>MMC 6400</td>
<td>Mass Communication Theory</td>
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Student Learning Outcomes

**mass communications (PHD)**

**SLO 1 Knowledge**
Develop a thorough identification and review of mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.

**SLO 2 Knowledge**
Discuss and translate mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.

**SLO 3 Skills**
Explain and report communication subject matter and methodology, successfully complete research studies through conceptualization, methodological expertise, analysis and submission to professional conferences and publication in peer-reviewed journals.

**SLO 4 Professional Behavior**
Display of ethical behaviors, cultural sensitivity and appreciation for diverse viewpoints, leadership, independent and creative thinking.

**SLO 5 Professional Behavior**
Participate in professional and academic service activities that develop leadership skills.

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**Mass Communications (MAMC)**

**SLO 1 Knowledge**
Identify, describe, explain, and apply communication theory research methods, aiding in a synthesized perspective for evaluating and addressing professional or theoretical problems

SLO 2  Skills
Address communication subject matter and issues through application, analysis, or synthesis of subjects, theories and methodologies

SLO 3  Professional Behavior
Display ethical behaviors, teamwork, cultural sensitivity/appreciation for diverse viewpoints, and meet professional standards for effective and ethical decision making