



## Bachelor of Arts Media Production & Management University of Central Florida

The Bachelor of Arts in Media Production and Management is one of eleven degrees within the Nicholson School of Communication & Media. The goal of the program is to prepare students for entry level positions in radio, television, cable, and non- broadcast media. More than one-hundred fifty students are currently enrolled in this program.

The Media Production and Management major is a limited access program. This means that only students who meet additional admission requirements will be accepted into the major. These additional requirements are:

1. **Academic excellence:** No students will be considered for the major if his or her GPA falls below 2.25 out of a possible 4.0 based on a minimum of 30 credit hours of college work. Due to the limited seating available, the actual admissions minimum GPA acceptance into the major varies each term. For the most recent term's GPA cutoff, see a staff member in the Nicholson Academic Student Services Center (NASSC), NSC 130. **Completion of RTV 3007 (Development and Structure of Electronic Media) with a "C" or better. If enrolled in the term of application, admission will be contingent upon completion of RTV 3007 with a "C" or better.**
2. **Excellent writing and communication skills:** In order for a student to be admitted into the major, these skills must be demonstrated through one of the following procedures:
  - a. A grade of a "B" (3.0) or better in ENC 1101 (Freshman Composition I) or its equivalent from another institution AND "B" (3.0) in ENC 1102 (Freshman Composition II) or its equivalent from another institution.
  - b. If a student has not accomplished the above, he or she must take the Nicholson School of Communication and Media Grammar Proficiency Examination testing grammar, punctuation, and word usage. The student must score at or better than 75%. Grammar exams may be scheduled through the University testing Center at any time. Information on scheduling the grammar exam must be obtained from NASSC in NSC 130.
  - c. If the student has not successfully accomplished either of the above, he or she must complete ENC 2127 with a grade of a "B" (3.0) or better before being considered for admission into the major.

The Media Production & Management major offers two specialized tracks: Production and Media Management & Operations. For more information about these tracks and courses offered, please visit the Nicholson School of Communication & Media's web page at <http://communication.ucf.edu>. All students are required to take a general core of courses designed to give each student a background in communication fundamentals. It is not necessary to complete all the core courses prior to taking courses in one of the tracks, however, some track courses depend on core courses as prerequisites. It is the student's responsibility to ensure prerequisite courses are completed.

### REQUIRED MINOR:

Most MPM majors have anywhere from 19-36 hours of free electives. We feel that a minor will help the student make better use of these electives and encourage students to broaden their educational perspective. All Media Production & Management majors (all tracks) must complete a minor outside of the Nicholson School of Communication & Media. **If a student is double majoring or has already completed a B.A. degree this would count as their minor. However, a second major within the Nicholson School of Communication & Media will not count for the minor.**



### **INTERNSHIPS:**

An internship is not a requirement in the Media Production and Management program, but many students take internships as elective credits. Internships do have pre-requisites, which can often mean students are not able to do MPM internships until late junior or senior status. Internships are available with most radio and TV stations in Central Florida, with non-broadcast video companies, and with cable operations. Internship opportunities are distributed on the Radio-TV Listserv. Please see the “Media Production and Management Internship Fact Sheet,” provided at the Nicholson School website listed earlier or in NASSC (NSC 130) for internship requirements.

### **WORK EXPERIENCE:**

Media Production and Management studio courses are taught in the Nicholson School of Communication & Media Radio-TV complex. These facilities give the program access to production and post-production digital studios, and an online radio station. Students with interests in radio or television production have the opportunity to gain experience at the student-run multi-camera television programs, WNSC radio station, and on the student-produced program *Knightly News*. For more information about these opportunities, please visit the web site address mentioned earlier.

### **PENDING MEDIA PRODUCTION & MANAGEMENT MAJOR:**

Students waiting to enter the major are considered “Media Production and Management pending” students. While in “pending” status students must take RTV 3007 and earn a “C” or better. Other courses that may be taken in a pending status are RTV 3511 and RTV 4403. See a Media Production and Management advisor for other communication pending courses specific to each track.

### **TRACKS IN THE MEDIA PRODUCTION & MANAGEMENT MAJOR:**

The Media Production and Management major is designed to provide students with the skills and knowledge leading to careers in the field broadly defined as media production, distribution, promotion, and management. Aside from broadcast stations, this major prepares students for jobs in cable television, production facilities, and corporate and digital media.

A student declaring a major in Media Production and Management will be asked to specify which of the two tracks the student intends for a specialization. These tracks are:

#### **PRODUCTION:**

This track is designed for students who wish to employ electronic or digital media equipment to communicate messages. Either audio or video production may be emphasized. Students should pick this major if they want to be producers/directors, videographers, editors, or other audio/video recording specializations. This track directly involves training and competency in the use of broadcast studio and field production equipment.

#### **MEDIA MANAGEMENT & OPERATIONS:**

This track is designed for students who want to work in some aspect of media industry other than news or production. Students may seek opportunities in online, broadcast or cable management, sales, promotion, or programming.