



# *Bachelor of Arts in* Media Production & Management

The Media Production and Management B.A. prepares students with the skills and knowledge to enter careers in broadcast and cable television, production facilities and corporate and digital media. Students choose from two focus areas:

## **Production**

for producers/directors, videographers, editors or others focusing on audio/video for those who may want to specialize in management, sales, promotions or administration in broadcast and electronic media properties

## **Media Management & Operations**

It is a limited access degree program, which means that a separate application must be submitted directly to the Nicholson School of Communication and Media in order to be considered for admission.

## **APPLICATION PROCESS**

**Deadlines:** fall (July 1), spring (October 1), summer (February 1)

### **Minimum admission criteria:**

- Completion of a minimum of 30 college credit hours
- Grammar proficiency met with a minimum of a "B" average in both ENC 1101 and ENC 1102 (English Composition) or qualifying AP/IB/CLEP/Grammar Proficiency Exam scores
- Completion or enrollment in the semester of application in RTV 3007 (Development and Structure of Electronic Media). Course must be completed with a "C" average or better

### **Competitive admission criteria:**

- Admission is based on competitive college cumulative GPA. Approximately 20 of the top students are invited for admission to each track. The average GPA will vary by track and applicant pool. Recent averages range from 3.3 to 3.6, with cut-off GPA ranging from 2.7 to 3.3.

## **COURSE WORK**

**Fundamental Core Courses** – May be completed in a pending status prior to admission

RTV 3007	Development & Structure of Electronic Media
RTV 3511	Production Fundamentals
RTV 4403	Electronic Media, Technology and Society
MMC 3200	Mass Communication Law
SPC 1608	Fundamentals of Oral Communication
Minor course work	

### **Advanced Core Course**

– May only be completed after admission is granted

RTV 2100	Writing for Electronic Media
RTV 3531	Principles of Videography
RTV 3543C	Principles of Studio Production
MMC 3420	Mass Media Research Methods
RTV 3576C	Principle of Post Production

### **Restricted Electives** - 22 credit hours

– May only be completed after admission is granted

- Production courses include: studio production, media production, lighting, audio, advanced post production, multimedia production, directing and internship
- Media Management courses include: broadcast regulations and management, radio production and programming, broadcast announcing and performance, social media, advertising, sports programming and internship

## **PROGRAM FEATURES**

- Learn from distinguished faculty who are world renowned scholars and professional practitioners in the radio-television profession.
- Receive personalized academic advising from faculty and professional advisors readily available to students.
- Have access to a state-of-the-art HD studio, cutting-edge digital cameras and editing software.

## **WAYS TO GET INVOLVED IN YOUR MAJOR**

- Participate in no credit internships to gain hands-on experience in the industry.
- Introduce yourself to faculty, connect with current students in the major and shadow professionals in the field.
- Become a member of student organizations including the Radio Television Digital News Association (RTDNA) and the National Broadcasting Society (NBS).

## **WHAT YOU CAN DO WITH THIS MAJOR**

Jobs that you can hold with this major include:

- |                      |                                  |
|----------------------|----------------------------------|
| • Producer           | • Promotion Coordinator          |
| • Director           | • Network Operations Coordinator |
| • Editor             | • Audio Engineer                 |
| • Production Manager | • Director of Photography        |
| • Sales Director     | • Script Supervisor              |
| • Casting Manager    |                                  |
| • Lighting Director  |                                  |
| • Location Manager   |                                  |



**Nicholson School of  
Communication and Media**

UNIVERSITY OF CENTRAL FLORIDA  
P: 407-823-2681 NASSC@UCF.EDU  
COMMUNICATION.COS.UCF.EDU