

advance

University of Florida
College of Journalism and Communications



Master's

The College of Journalism and Communications didn't just teach me information—the program enabled me to be successful. I knew I wanted to write, but I didn't know how to use my skills or what I should be doing with them. The faculty bridged the gap so that I could find and reach my potential.

—ADAM BORNSTEIN, *Livestrong.com*, MAMC 2008

Master's Degree

UF's master's programs in mass communication prepare students to learn the ideas and skills needed for life-long careers in mass communication. UF's master's programs, a part of UF's College of Journalism and Communications, are among the nation's premier programs.

The University of Florida's master's programs include a master of arts in mass communication, a specialized master's degree in advertising management, and a joint MA/JD in conjunction with UF's Levin College of Law. In the MAMC degree, master's students choose from a number of specialties including journalism, public relations, telecommunication, international communication, mass communication law, or science/health communication. Most specializations are designed for students with specific career goals in mind, but students also may combine specialization courses.

The College continues to develop online master's degrees and certificate programs to better meet the needs of today's students.

Admission standards & degree requirements

Every application is considered in its entirety. The Graduate School, University of Florida, requires both a minimum grade average of B for all upper-division undergraduate work and a minimum verbal-quantitative total score on the GRE. Admission to the master's program also is dependent upon presentation of a baccalaureate degree from an accredited college or university. More information is available on the College's website at <http://www.jou.ufl.edu/grad/masters.asp> and the University's Graduate Catalog at <http://gradschool.ufl.edu/students/catalog.html>.

The master's degree requires a minimum of 30 credit hours. Depending on the student's career goal and the specialization followed, the total number of credits required in a degree plan may be as many as 39 (or more if the student does not have required coursework, background or a bachelor's degree in the specialty).

The online programs also require formal admission to UF and applicants must meet UF's requirements as well as those specified by the degree program.

Curriculum

All master's students complete a number of core courses. These provide a conceptual foundation for continued learning and accomplishment. Courses are prescribed for some specializations, while in others students may choose from a variety of offerings.

Students in some specializations may pick the particular elective courses that best meet their needs. Each student develops a degree plan, working closely with an academic adviser.

UF alumni spotlight

The College's master's alumni are employed in corporations, media outlets, agencies, nonprofits and universities around the world, many of whom hold leading roles in their organizations. These include:

- Frank Bean, MAJC 1963, attorney and former manager of international sports programs, Coca-Cola Co.
- David Bianculli, MAJC 1977, author and television critic for NPR's *Fresh Air*. Former television critic for the *New York Daily News*
- Adam Bornstein, MAMC 2008, editorial director, *LIVESTRONG.COM*
- Maryanne Culpepper, MAMC 1974, president, National Geographic Television
- Del Galloway, MAJC 1983, vice president of public relations, United Way of America
- Amanda Groover Hyland, MAMC 2006, attorney, Taylor English Duma
- Rene "Butch" Meily, MAMC 1979, managing director, communications, The BondFactor
- Mickey Nall, MAMJ 1982, managing director, Ogilvy Public Relations Worldwide
- Jolene Pinder, MAMC 2007, executive director, New Orleans Film Society
- Jaclyn Sherman Rhoads, MADV 2007, marketing manager, Reunion Resorts
- Sumita Singh, MAMC 1999, senior VP and global head of strategic marketing, Thomson Reuters
- Nadya Vera, MAMC 2007, director of corporate communications, The Humane Society of the U.S.
- Liuyi Yang, MADV 2010, broadcast traffic coordinator, Zimmerman Advertising

UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and master's and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms and to better prepare them to work in the ever-changing world of journalism and communications.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities (north Florida's PBS television affiliate, WUFT-TV; the National Public Radio affiliate, WUFT-FM, and satellite station, WJUF-FM; two commercial radio stations, WRUF, Sportsradio 850 and Country 1037, The Gator; Rock104.com; and commercial television station, WRUF-TV6).

University of Florida

The University of Florida is a major, public, comprehensive, land-grant, research university. The state's oldest and most comprehensive university, UF is among the nation's most academically diverse public universities. UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belongs to the Association of American Universities. With more than 50,000 students, UF is now one of the largest universities in the nation.

UF has a 2,000-acre campus and more than 900 buildings (including 170 with classrooms and laboratories). The northeast corner of campus is listed as a Historic District on the National Register of Historic Places. The UF residence halls have a total capacity of some 7,500 students and the five family housing villages house more than 1,000 married and graduate students.



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