

Cover Sheet: Request 12508

ADV: Advertising Agency Track, 8-semester plan including critical tracking for Semesters 6-8

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	4/9/2018 3:24:20 PM
Updated	9/24/2019 11:52:49 AM
Description of request	<p>Advertising: Advertising Agency Track 8-Semester Critical Tracking</p> <p>Semester 1 " 2.0 GPA on all work at all institutions</p> <p>Semester 2 " Complete 2 of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 3 o Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023 o 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 4 o Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 5 " Complete all of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023 " Complete ENC 3254 and ADV 3403 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 6 " Complete ADV 3001, VIC3001, and ADV 3500 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 7 " Complete ADV 4101 and ADV 4300 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions</p> <p>Semester 8 " Complete ADV 4800 and MMC 4200</p>

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Michael Weigold		4/9/2018
No document changes					
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		4/17/2018
No document changes					

Step	Status	Group	User	Comment	Updated
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		9/24/2019
8-semester Critical Tracking ADV Agency Track 2.0 GPA.docx					9/10/2018
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/24/2019
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Major|Modify_Curriculum for request 12508

Info

Request: ADV: Advertising Agency Track, 8-semester plan including critical tracking for Semesters 6-8

Description of request: Advertising: Advertising Agency Track
8-Semester Critical Tracking

Semester 1

" 2.0 GPA on all work at all institutions

Semester 2

" Complete 2 of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

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Semester 3

o Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

o 2.0 GPA required for all critical-tracking courses

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Semester 4

o Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

" 2.0 GPA required for all critical-tracking courses

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Semester 5

" Complete all of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

" Complete ENC 3254 and ADV 3403

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Semester 6

" Complete ADV 3001, VIC3001, and ADV 3500

" 2.0 GPA required for all critical-tracking courses

" 2.5 GPA on all work at all institutions

Semester 7

" Complete ADV 4101 and ADV 4300

" 2.0 GPA required for all critical-tracking courses

" 2.5 GPA on all work at all institutions

Semester 8

" Complete ADV 4800 and MMC 4200

Submitter: Thomas Kelleher tkell@ufl.edu

Created: 4/9/2018 3:27:00 PM

Form version: 3

Responses

Major Name Advertising: Advertising Agency Track

Major Code ADV

Degree Program Name B.S. in Advertising

Undergraduate Innovation Academy Program Yes

Effective Term Earliest Available

Effective Year Earliest Available

Current Curriculum for Major <https://catalog.ufl.edu/ugrad/1415/journalism/majors/advertising.aspx>

(New two-track B.S. in Advertising pending separately in approval system.)

Proposed Curriculum Changes Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. (New two-track B.S. in Advertising proposal pending separately in approval system.)

Pedagogical Rationale/Justification Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. (New two-track B.S. in Advertising proposal pending separately in approval system.)

Impact on Enrollment, Retention, Graduation Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. (New two-track B.S. in Advertising proposal pending separately in approval system.)

Assessment Data Review Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. (New two-track B.S. in Advertising proposal pending separately in approval system.)

Academic Learning Compact and Academic Assessment Plan Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. (New two-track B.S. in Advertising proposal pending separately in approval system.)

Advertising: Advertising Agency Track

8-Semester Critical Tracking

Semester 1

2.0 GPA on all work at all institutions

Semester 2

Complete 2 of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

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Semester 3

Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

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Semester 4

Complete 2 additional of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

2.0 GPA required for all critical-tracking courses

2.0 GPA on all work at all institutions

Semester 5

Complete all of the following 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023

Complete ENC 3254 and ADV 3403

2.0 GPA required for all critical-tracking courses

2.0 GPA on all work at all institutions

Semester 6

Complete ADV 3001, VIC3001, and ADV 3500

2.0 GPA required for all critical-tracking courses

2.0 GPA on all work at all institutions

Semester 7

Complete ADV 4101 and ADV 4300

- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 8

Complete ADV 4800 and MMC 4200

Model Semester Plan – ADV Agency Track

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

† [State Core GE-S](#) ; D

ENC 1101 Expository and Argumentative Writing 3

† *GE-C; minimum grade of C required*

IUF 1000 What is the Good Life 3

† *GE-H; minimum grade of C required*

MMC 2604 Mass Media and You 3

Mathematics 3

† [State Core GE-M](#) , pure math

Total 15

ENC 1102 Argument and Persuasion 3

† [State Core GE-C](#) ; minimum grade of C required

MMC 1009 Introduction to Media and Communications 1

Minimum grade of C required

POS 2041 American Federal Government or 3

† **PSY 2012 General Psychology (GE-S)**

STA 2023 Introduction to Statistics 1 3

† *GE-M*

THE 2000 Theatre Appreciation or 3

† ARH 2000 Art Appreciation: American Diversity and Global Arts

† [State Core GE-H](#) ; D

Biological or Physical Science 3

† *GE-B/P; minimum grade of C required*

Total 16

ECO 2013 Principles of Macroeconomics 4

† *GE-S*

MMC 2121 Writing Fundamentals for Communicators 3

† *Minimum grade of C required*

MUL 2010 Experiencing Music 3

† *GE-H; N*

Biological or Physical Science 3

† [State Core GE-B or P](#)

Foreign language (*Minimum grade of C required*) or 3

† Quantitative option

Total 16

ADV 3008 Principles of Advertising 3

† *Minimum grade of C required*

† *Minimum grade of C required*

CPO 2001 Comparative Politics* or 3

† INR 2001 Introduction to International Relations* or

† POS 2112 American State and Local Government

† GE-S; *N

MAR 3023 Principles of Marketing 4

† *Minimum grade of C required*

ENC 3254 Professional Communication 3

† *Minimum grade of C required*

Foreign language (*Minimum grade of C required*) or 3

† Quantitative option

Total 16

ADV 3001 Advertising Strategy 3

† *Minimum grade of C required*

ADV 3403 Branding 3

Minimum grade of C required

MMC 3420 Consumer and Audience Analytics 3

† *Minimum grade of C required*

SPC 2608 Introduction to Public Speaking or 3

† ORI 2000 Oral Literature 1 (*Minimum grade of C required*)

**VIC 3001 Sight, Sound and Motion (made it bold and added to 4
critical tracking term 6)**

† *Minimum grade of C required*

Total 16

ADV 3500 Digital Insights 3

† *Minimum grade of C required*

ADV 4101 Copywriting and Visualization 3

† *Minimum grade of C required. Prereq for ADV 4800*

Outside concentration 3

[Professional electives](#) 6

Total 15

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For semesters 7-8, students must complete two professional courses.

ADV 4300 Media Planning 3

† *Minimum grade of C required. Prereq for ADV 4800*

MMC 3203 Ethics and Problems in Mass Communication 3

† *Minimum grade of C required*

MMC 4200 Law of Mass Communication 3

Outside concentration		3
Professional electives		3
	Total	15

ADV 4800 Advertising Campaigns 3

† *Minimum grade of C required*

Electives 1

† *Outside college*

6,000 word elective 3

Outside concentration 6

[Professional electives](#) 2

Total 15

Professional electives: 12 credits minimum

MMC 1009 and 11 additional credits

Students may take any other courses in the College of Journalism and Communications to count as professional electives. Students are encouraged to work with faculty members to select electives that best meet career goals.

Up to six credits of professional internship credit may count toward graduation.

† *Minimum grade of C required in these courses.*