

# Cover Sheet: Request 13792

## Advertising - Persuasive Messaging Specialization UFO request

### Info

Process	Program Modify Platform Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	3/23/2019 8:07:02 AM
Updated	4/15/2019 2:04:28 PM
Description of request	Requesting approval of new degree program for UF Online: Bachelor of Science in Advertising/Persuasive Messaging Specialization

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		3/24/2019
ADV Persuasive Messaging UFO plan.docx					3/24/2019
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		3/24/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		3/27/2019
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to April agenda.	4/12/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/12/2019
No document changes					
UF Online					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

## Program|Modify\_Platform for request 13792

### Info

**Request:** Advertising - Persuasive Messaging Specialization UFO request

**Description of request:** Requesting approval of new degree program for UF Online: Bachelor of Science in Advertising/ Persuasive Messaging Specialization

**Submitter:** Thomas Kelleher tkell@ufl.edu

**Created:** 3/23/2019 8:09:56 AM

**Form version:** 2

### Responses

**Name** Advertising - Persuasive Messaging Track

**Major or Minor Code** ADV

**Effective Term** Fall

**Effective Year** 2020

**Differences from Residential Program** Core requirements will be the same.

**Pedagogical Rationale/Justification** This will increase access to the Advertising major at UF.

**Impact on Existing Residential and Online Programs** We expect enrollment of new Advertising majors to come mostly from new UFO students and not to have any negative effect on enrollment in existing programs. Many of the electives also serve as electives for other UFO majors in our college, and offering the Advertising B.S. online will increase our capacity for electives college wide.

Advertising B.S. - Persuasive Messaging Track  
*Plan for UFO Development*

Needs 3 core courses developed (plus 2-3 refreshes, 1-3 additional immersion option courses, and 1-2 electives as necessary)

Course	Online?	Developer Notes
<b>REQUIRED CORE COURSEWORK</b>		
ADV 3001 Advertising Strategy	YES	
ADV 3008 Principles of Advertising	YES	
ADV 3403 Branding	NO	Need funding and approval for UFO development
ADV 3500 Digital Insight	NO	Need funding and approval for UFO development
ENC 3254 Professional Writing in the Discipline	YES	
MMC 1009 Introduction to Media and Communications (TEL)	YES	
MMC 2121 Writing Fundamentals for Communicators (JOU)	YES	
MMC 2604 Mass Media and You (JOU)	NO	Offered by JOU, but needs development (or alternate requirement)
MMC 3203 Ethics and Problems in Mass Communication (ADV)	YES	
MMC 3420 Consumer and Audience Analytics (TEL)	YES	
MMC 4200 Law of Mass Communication (JOU)	YES	
VIC 3001 Sight, Sound and Motion (PUR)	YES	
<b>PROFESSIONAL ELECTIVES (18 CREDITS)</b>		
MMC 2100 Writing for Multimedia	YES	Offered online, but needs significant refresh for UFO

ADV 3502 Advertising Sales	YES	
ADV 4101 Copy & Visualization	YES	Offered online, but needs significant refresh for UFO
ADV 4300 Media Planning	YES	Offered online for first time Summer 2019 (non-UFO)
ADV 4400 International and Cross Cultural Advertising	YES	Offered online, but needs significant refresh for UFO
Other MMC, PUR and RTV courses	YES	Available online in college for UFO electives
<b>ADVERTISING IMMERSION EXPERIENCE</b>		
ADV 4941 Advanced Internship	YES	
Other Immersion-option courses	NO	Other immersion-option courses need development, especially in Creative, Analytics/Research, and Health/Science/STEM areas

## ***Advertising: Persuasive Messaging Track***

### **Critical Tracking Plan for First Five Semesters**

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

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

#### **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

## Model Semester Plan – ADV Immersion Track, Semesters 1-5

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.*

Semester 1		Credits
AMH 2020 United States since 1877 <i>State Core GE-S; D</i>		<b>3</b>
ENC 1101 Expository and Argumentative Writing <i>GE-C; minimum grade of C required</i>		3
IUF 1000 What is the Good Life <i>GE-H; minimum grade of C required</i>		3
<b>MMC 2604 Mass Media and You</b>		<b>3</b>
Mathematics <i>State Core GE-M, pure math</i>		3
	Total	15
Semester 2		Credits
<b>ENC 1102 Argument and Persuasion</b> <i>State Core GE-C; minimum grade of C required</i>		<b>3</b>
<b>MMC 1009 Introduction to Media and Communications</b> <i>Minimum grade of a C required</i>		1
<b>POS 2041 American Federal Government or PSY 2012 General Psychology (GE-S)</b>		<b>3</b>
<b>STA 2023 Introduction to Statistics 1</b> <i>GE-M</i>		3
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts <i>State Core GE-H ; D</i>		3
Biological or Physical Science <i>GE-B/P; minimum grade of C required</i>		3

	Total	16
<b>Semester 3</b>		<b>Credits</b>
<b>ECO 2013 Principles of Macroeconomics</b> <i>GE-S</i>		<b>4</b>
MMC 2121 Writing Fundamentals for Communicators <i>Minimum grade of C required</i>		3
MUL 2010 Experiencing Music <i>GE-H; N</i>		3
Biological or Physical Science <i>State Core GE-B or P</i>		3
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option		3
	Total	16
<b>Semester 4</b>		<b>Credits</b>
<b>ADV 3008 Principles of Advertising</b> <i>Minimum grade of C required</i>		<b>3</b>
CPO 2001 Comparative Politics* or INR 2001 Introduction to International Relations* or POS 2112 American State and Local Government <i>GE-S; *N</i>		<b>3</b>
<b>MAR 3023 Principles of Marketing</b> <i>Minimum grade of C required</i>		<b>4</b>
<b>ENC 3254 Professional Communication</b> <i>Minimum grade of C required</i>		3
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option		3
	Total	16
<b>Semester 5</b>		<b>Credits</b>
<b>ADV 3001 Advertising Strategy</b> <i>Minimum grade of C required</i>		3
<b>ADV 3403 Branding</b> <i>Minimum grade of C required</i>		3

MMC 3420 Consumer and Audience Analytics <i>Minimum grade of C required</i>	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature 1 ( <i>Minimum grade of C required</i> )	3
<b>VIC 3001 Sight, Sound and Motion</b> <i>minimum grade of C required</i>	4
Total	16