

Cover Sheet: Request 15734

Advertising--Agency Track--plan change

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Jennifer Goodman rgoodman@jou.ufl.edu
Created	1/26/2021 12:33:13 PM
Updated	2/17/2021 1:32:34 PM
Description of request	Request to change ENC 3254 to ENC 3252 as requirement (the new course number is specific to our discipline Writing for Strategic Communications) Eliminate the outside concentration requirement (12 hours).

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 23020000	Jennifer Goodman		2/8/2021
JM BS ADVERTISING AGENCY TRACK- eliminate outside concentration.docx Agency 2 Year Plan_new.pdf					1/26/2021 1/26/2021
College	Approved	JOU - College of Journalism and Communications	James Babanikos		2/8/2021
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		2/17/2021
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/17/2021
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 15734

Info

Request: Advertising--Agency Track--plan change

Description of request: Request to change ENC 3254 to ENC 3252 as requirement (the new course number is specific to our discipline Writing for Strategic Communications)

Eliminate the outside concentration requirement (12 hours).

Submitter: Jennifer Goodman rgoodman@jou.ufl.edu

Created: 1/26/2021 12:00:22 PM

Form version: 1

Responses

Major Name

Enter the name of the major. Example: "Mathematical Modeling"

Response:
Advertising

Major Code

Enter the two-letter or three-letter major code.

Response:
ADV

Degree Program Name

Enter the name of the degree program in which the major is offered.

Response:
Agency Track

Undergraduate Innovation Academy Program

Is this an undergraduate program in the Innovation Academy?

Response:
Yes

Effective Term

Enter the term (semester and year) that the curriculum change would be effective.

Response:
Earliest Available

Effective Year

Response:
Earliest Available

Current Curriculum for Major

Response:
see attached document with tracked changes

ENC 3254 Writing for the Disciplines
12 hours of Outside Concentration courses

Proposed Curriculum Changes

Describe the proposed changes to the curriculum. If the change is to offer the program through UF Online, please explain and attach a letter of support from the Director of UF Online.

Response:
Need to change ENC 3254 requirement to ENC 3252. ENC 3252 is writing for professional communication but we have a new course code that is specific to our majors which is now called Writing for strategic Communication.

Drop the requirement for 12 hour outside concentration. Instead, require 12 hours of any elective outside the college.

UF Online Curriculum Change

Will this curriculum change be applied to a UF online program as well?

Response:
No

Pedagogical Rationale/Justification

Describe the rationale for the proposed changes to the curriculum.

Response:
ENC 3252 meets the needs of our majors as it was designed specifically for our profession.

Second change: We had required 12 hours outside the college for an outside concentration. We are requesting to drop this requirement which dates back 20+ years and is now outdated. The outside concentration is no longer needed. For our accreditation through ACEJMC, we used to have to require 90 hours outside the College; therefore, the outside concentration made sense. Now, ACEJMC requires 72 hours outside the college. With college and university requirements such as Quest, the outside concentration no longer makes sense. It prevents interdisciplinary approaches to learning. For example, a student who is interested in consumer psychology would be limited to 12 hours in a single department that would only offer a single class related to this interest (e.g., Marketing offers a single course in consumer psychology). However, with an interdisciplinary approach, the same student could take the marketing course and add in courses in both psychology and anthropology to better focus on that interest. More importantly, the outside concentration creates enormous problems for transfer students. Often, transfers have to complete at least 18 hours a semester (and 12-15 in summer) to complete their degree in 2 years. This is because they don't transfer in an "outside concentration."

NOTE: ACEJMC accreditation never required an outside concentration.

Impact on Enrollment, Retention, Graduation

Describe any potential impact of the curriculum changes on students who are currently in the major.

Response:

For 4 year students, it should have no impact.

For 2 year students, it should make it easier for them to graduate in 2 years

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

The outside concentration does not impact SLOs or program goals. It may indirectly impact minority enrollment, particularly of transfers since they can now graduate with a more manageable course load (15 hour per semester or less).

ENC 3252. SLO 2 Formulate accurate audience insights from research and consumer information is reinforced in this course. Now that we have a special section that emphasizes strategic communication this SLO should be enhanced by this curriculum change.

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact (for undergraduate programs) and Academic Assessment Plan that result from the proposed change.

Response:

There is no real change. The only change would be that we would list ENC 3252 rather than ENC 3254 as reinforcing SLO 2. Outside concentration courses are not part of the plan or compact.

Catalog Copy

Submitter agrees to prepare and upload document showing the catalog copy with the current and proposed curricula edited using the "track changes" feature in Word.

Response:

Yes

Name _____ ID _____

TWO YEAR ACADEMIC PLAN for transfer students with an AA from FL state college

Major Advertising Agency

Minor/Specialization _____

Catalog Year 2020-2021

This form is designed to help you plan your academic career and insure that you complete all requirements for graduation in a timely fashion. Students should carefully note course pre-requisites and co-requisites, as they are strictly enforced. Official degree requirements are in the undergraduate catalog on ONE.UF.

	Junior Year	Senior Year
If the following courses were NOT part of your AA degree, you will need to add:	Fall Year: 2020	Fall Year: 2021
	MMC 1009 Intro to Media	ADV 4101 Copywrite and Vis
	ADV 3008 Princ. of Advertiding	ADV 4300 Media Planning
SPC 2608 or ORI 2001 Intro to Public Speaking or Oral Lit	MAR 3023 Princ. of Marketing	MMC 3420 Audience Analytics
INR 2001, POS2112 or CPO2001 Intl. Relations, State Govt. or Comp Politics	6000 word writing elective	ad elective
2 semesters of a Foreign Language or Quantitative Option courses	VIC 3001 Sight, Sound, Motion	ad elective
	TOTAL HOURS: 15	TOTAL HOURS: 15
	Spring Year: 2021	Spring Year: 2022
	ADV 3001 Strategy	ADV 4800 Campaigns
	ADV 3500 Digital Insights	MMC 3203 Mass Comm Ethics
	ADV 3403 Branding	MMC 4200 Law of Mass Comm
	ADV XXXX Multicultural Adv	ad elective
	ENC 3252 Strategic comm	ad elective (2 hr)
	TOTAL HOURS: 15	TOTAL HOURS: 14
	Summer Year: 2021	Summer Year:
	MMC 2121 Writing Fundamentals	
	Electives outside the college	
	TOTAL HOURS: 5	TOTAL HOURS:

Advisor Signature _____ Date _____

ADD ALL OTHER DEGREE REQUIREMENTS TO THE ABOVE PLAN AND COMPARE TO YOUR DEGREE AUDIT TO MAKE SURE ALL REQUIREMENTS ARE NOTED!
CJC degrees require 124 credits total:
72 non-CJC credits
52 CJC credits

Instructions for completing the Academic Plan

- 1) Fill in your name and UFID number (you won't believe how many people don't do this ☺)
- 2) Fill in your intended major, and a minor (*or outside concentration – see details below)
- 3) Fill in your catalog year. It appears at the top of your degree audit. Your catalog year depends largely on whether or not you were dual enrolled in high school with a state/community college, and when you started at UF. An adviser will help you with this if necessary--it can be tricky and a bit confusing. Here are the rules and the fine print: <https://catalog.ufl.edu/ugrad/current/regulations/info/graduation.aspx>
- 4) Use the 8-semester plan for your major (in your catalog year) to complete the semester plan. Keep in mind you might have to select “previous catalogs” to get to the right information.
<https://catalog.ufl.edu/ugrad/current/Pages/home.aspx>
- 5) Be sure to include all department/major requirements, all college requirements, and all university requirements:

Dept./major requirements:

- Critical tracking courses
- Major courses (in the proper order)
- Professional electives**
- Preprofessional courses

College requirements:

- Outside concentration (12 credits total)*
- foreign language or quantitative option
- 9 credits of English
- CJC electives (to reach 52 credits)**
- 124 credits total

University requirements:

- General Education courses (36 credits)
- GE-Composition ___ GE-Humanities ___ GE-Soc./Behav. Sci. ___ GE-Math ___ GE-Phys/Biol.Sci.
- University writing requirement (24,000 words, formerly known as Gordon Rule)
- 9 summer credits

***Outside concentration:**

12 credits in a dept. outside of our college; can't double count courses for other degree requirements
3 cr @ 1000-2000 level
9 cr @ 3000-4000 level

Note: If you aren't sure about a minor, or you don't know yet what you'd like to focus on for the outside concentration, don't fret. Just pencil in “outside concentration”, knowing you'll eventually replace that with an actual course.

**Pencil in “professional elective”/“CJC elective” if you're not sure yet exactly what courses you'll take to fulfill the requirement.

ADVERTISING AGENCY TRACK catalog ~~2019-2020~~2021-2022 copy

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 8 critical-tracking courses: [ADV 3008](#), [ENC 1102](#), [ECO 2013](#), [MAR 3023](#), [MMC 1009](#), [MMC 2604](#), [POS 2041](#), or [PSY 2012](#), and [STA 2023](#)
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 8 critical-tracking courses: [ADV 3008](#), [ENC 1102](#), [ECO 2013](#), [MAR 3023](#), [MMC 1009](#), [MMC 2604](#), [POS 2041](#), or [PSY 2012](#), and [STA 2023](#)
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 3

- Complete 3 additional critical-tracking courses: [ADV 3008](#), [ENC 1102](#), [ECO 2013](#), [MAR 3023](#), [MMC 1009](#), [MMC 2604](#), [POS 2041](#), or [PSY 2012](#), and [STA 2023](#)
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 4

- Complete all 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 OR PSY 2012, and STA 2023
- Complete ENC 3252
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 5

- Complete ADV 3001, ADV 3403, MMC 3420, and VIC 3001
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

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 6

- Complete ADV 3500 and ADV 4101
- Complete Professional writing elective, 6,000 words
(Choose from: MMC 2100, ADV 2104c, RTV 2100)
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 7

- Complete ADV 4300, MMC 3203
- 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
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Plan of Study Grid (Advertising Agency Track)

Semester One		Credits
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences)	3
ENC 1101	Expository and Argumentative Writing (Gen Ed Composition) ¹	3
	Quest 1 (Gen Ed Humanities)	3
MMC 2604	Mass Media and You (Critical Tracking)	3
Quest 1	(Gen Ed Humanities)	3
State Core Gen Ed Mathematics ²		3
	Credits	15
Semester Two		
ENC 1102	Argument and Persuasion (Critical Tracking ; State Core Gen Ed Composition) ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking)	1
Select one:		3

POS 2041	American Federal Government (Critical Tracking)	
PSY 2012	General Psychology (Critical Tracking ; Gen Ed Social and Behavioral Sciences)	
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
THE 2000 or ARH 2000	Theatre Appreciation (State Core Gen Ed Humanities with Diversity) or Art Appreciation: American Diversity and Global Arts	3
State Core	Gen Ed Biological or Physical Sciences ¹	3
	Credits	16

Semester Three

ECO 2013	Principles of Macroeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences)	4
MMC 2121	Writing Fundamentals for Communicators ¹	3
MUL 2010	Experiencing Music (Gen Ed Humanities with International)	3
Quest 2	(Gen Ed Bio/Phys Science)	3
	Foreign language or quantitative option courses ¹	3
	Credits	16

Semester Four

ADV 3008	Principles of Advertising (Critical Tracking) ¹	3
Select one:		3
CPO 2001	Comparative Politics (Gen Ed Social and Behavioral Sciences)	
INR 2001	Introduction to International Relations (Gen Ed Social and Behavioral Sciences)	
POS 2112	American State and Local Government (Gen Ed Social and Behavioral Sciences)	
ENC 3254 ENC 3252	Professional Writing for Strategic Communication in the Discipline ¹	3
MAR 3023	Principles of Marketing (Critical Tracking) ¹	4
	Foreign language or quantitative option courses ¹	3
	Credits	16

Commented [GR1]: A course specific to strategic communication was developed and approved, ENC 3252. Thus, we need to replace ENC 3254 with the new section that was designed for our students.

Semester Five

ADV 3001	Advertising Strategy ¹	3
ADV 3403	Branding ¹	3
MMC 3420	Consumer and Audience Analytics ¹	3
SPC 2608 or ORI 2000	Introduction to Public Speaking ¹ or Oral Performance of Literature ¹	3
VIC 3001	Sight, Sound and Motion ¹	4
	Credits	16

Semester Six

ADV 3500	Digital Insights ¹	3
ADV 4101	Copywriting and Visualization ¹	3
6000 word elective outside the college		3
Professional electives		6
Credits		15

Semester Seven

ADV 4300	Media Planning ¹	3
MMC 3203	Ethics and Problems in Mass Communications ¹	3
MMC 4200	Law of Mass Communication	3
Outside concentration courses Elective outside the college		3
Professional electives		3
Credits		15

Semester Eight

ADV 4800	Advertising Campaigns	3
Professional elective		2
Electives outside the college (outside college)		4,10
Credits		15
Total Credits		124

¹ Minimum grade of C required.

² Pure math.

- For semesters 7-8, students must complete two professional courses.
- [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 [or the PATH advisers](#) 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.*

Commented [GR2]: So my numbers were off at some point. I think since this writing elective is outside the CJC, I failed to subtract it from the total number of electives they need outside the college (I didn't have enough professional electives listed).