

# Cover Sheet: Request 15808

## Change to Advertising Persuasive Messaging Track requirements

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Jennifer Goodman goodman@jou.ufl.edu
Created	2/8/2021 9:27:20 AM
Updated	2/17/2021 1:32:45 PM
Description of request	1. Change requirement of ENC 3254 to ENC 3252, which was specifically designed for our majors 2. Eliminate the 12 hour outside concentration requirement.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 23020000	Jennifer Goodman		2/8/2021
Cummings_Letter of Support_Advertising_Curriculum Changes.pdf					2/8/2021
JM BS ADVERTISING persuasive messaging-no outside concentration.docx					2/8/2021
PM 2 Year Plan revised copy.pdf					2/8/2021
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 15808

## Info

**Request:** Change to Advertising Persuasive Messaging Track requirements

**Description of request:** 1. Change requirement of ENC 3254 to ENC 3252, which was specifically designed for our majors

2. Eliminate the 12 hour outside concentration requirement.

**Submitter:** Jennifer Goodman [jgoodman@jou.ufl.edu](mailto:jgoodman@jou.ufl.edu)

**Created:** 2/8/2021 9:20:42 AM

**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:  
Persuasive Messaging 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:  
Yes

### **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 likely 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

February 5, 2021

Dr. J. Robyn Goodman  
UF Department of Advertising  
College of Journalism and Communications  
University of Florida  
Gainesville, FL 32611

Dr. Goodman,

Thank you for reaching out to engage on the College of Journalism and Communications' plan to modify the Advertising: Persuasive Messaging curriculum in UF Online. As I understand the changes, students will no longer be required to complete 12 hours of an outside concentration. Instead, they will be able to take electives outside the college rather than in just one area.

Through this letter, I offer my approval and support of your revised curriculum. I believe this change will allow for more interdisciplinary coursework. This is an exciting time for your program and we are proud to support your efforts and help you and your faculty realize them in the online undergraduate learning environment!

UF Online looks forward to working with you and your colleagues to ensure this program thrives for many years to come.

Sincerely,



Evangeline J. Tsibris Cummings  
Assistant Provost and Director of UF Online

## ADVERTISING Persuasive messaging 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, 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
- 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 MMC 4200 or Immersion Experience
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 8

- Complete MMC 4200 or Immersion Experience
- 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
<a href="#">AMH 2020</a>	United States Since 1877 ( <a href="#">State Core Gen Ed Social and Behavioral Sciences</a> )	3
<a href="#">ENC 1101</a>	Expository and Argumentative Writing (Gen Ed Composition) <sup>1</sup>	3
Quest 1	(Gen Ed Humanities)	3
<a href="#">MMC 2604</a>	Mass Media and You ( <b>Critical Tracking</b> )	3
<a href="#">State Core Gen Ed Mathematics</a> <sup>2</sup>		3
	Credits	15
Semester Two		
<a href="#">ENC 1102</a>	Argument and Persuasion ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
<a href="#">MMC 1009</a>	Introduction to Media and Communications ( <b>Critical Tracking</b> )	1
Select one:		3
<a href="#">POS 2041</a>	American Federal Government ( <b>Critical Tracking</b> )	

<a href="#">PSY 2012</a>	General Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	
<a href="#">STA 2023</a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; Gen Ed Mathematics)	3
<a href="#">THE 2000</a> or <a href="#">ARH 2000</a>	Theatre Appreciation ( <a href="#">State Core Gen Ed Humanities with Diversity</a> ) or Art Appreciation: American Diversity and Global Arts	3
<a href="#">State Core</a>	Gen Ed Biological or Physical Sciences <sup>1</sup>	3
	Credits	16

### Semester Three

<a href="#">ECO 2013</a>	Principles of Macroeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	4
<a href="#">MMC 2121</a>	Writing Fundamentals for Communicators <sup>1</sup>	3
<a href="#">MUL 2010</a>	Experiencing Music (Gen Ed Humanities with International)	3
Quest 2	(Gen Ed Biological or Physical Science)	3
	Foreign language or quantitative option courses <sup>1</sup>	3
	Credits	16

### Semester Four

<a href="#">ADV 3008</a>	Principles of Advertising ( <b>Critical Tracking</b> ) <sup>1</sup>	3
Select one:		3
<a href="#">CPO 2001</a>	Comparative Politics (Gen Ed Social and Behavioral Sciences)	
<a href="#">INR 2001</a>	Introduction to International Relations (Gen Ed Social and Behavioral Sciences)	
<a href="#">POS 2112</a>	American State and Local Government (Gen Ed Social and Behavioral Sciences)	

<a href="#">ENC 32524</a>	<del>Professional Writing for Strategic Communication in the Discipline</del> <sup>1</sup>	3
<a href="#">MAR 3023</a>	Principles of Marketing ( <b>Critical Tracking</b> ) <sup>1</sup>	4
	Foreign language or quantitative option courses <sup>1</sup>	3
	Credits	16

### Semester Five

<a href="#">ADV 3001</a>	Advertising Strategy <sup>1</sup>	3
<a href="#">ADV 3403</a>	Branding <sup>1</sup>	3
<a href="#">MMC 3420</a>	Consumer and Audience Analytics <sup>1</sup>	3
<a href="#">SPC 2608</a> or <a href="#">ORI 2000</a>	Introduction to Public Speaking <sup>1</sup> or Oral Performance of Literature <sup>1</sup>	3
<a href="#">VIC 3001</a>	Sight, Sound and Motion <sup>1</sup>	4
	Credits	16

### Semester Six

**Commented [GR1]:** ENC 3252 was specifically developed for our students. It was recently submitted and given a course number (ENC 3252). Prior to this event, our students took ENC 3254.

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<a href="#">ADV 3500</a>	Digital Insights <sup>1</sup>	3
	Elective outside the college	3
	Professional electives	6
<a href="#">ADV</a>	Experiential Learning Course 1 ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Credits	15

#### Semester Seven

<a href="#">MMC 3203</a>	Ethics and Problems in Mass Communications <sup>1</sup>	3
<a href="#">MMC 4200</a>	Law of Mass Communication	3
<del>Outside concentration courses</del>	<del>Electives outside the college</del>	3
	Professional electives	6
	Credits	15

#### Semester Eight

<a href="#">ADV</a>	Experiential Learning Course 2 (Critical Tracking) <sup>1</sup>	3
<del>Outside concentration courses</del>	<del>Electives outside the college</del>	<del>6</del> <sup>7</sup>
	Professional elective <sup>1</sup>	2
	6000-word elective outside the college	3
	Credits	15
	Total Credits	124

<sup>1</sup> Minimum grade of C required.

<sup>2</sup> Pure math.

- For semesters 7-8, students must complete two professional courses.
- \_\_\_\_\_
- Professional Electives

**158 credits minimum**

[MMC 1009](#) and 147 additional credits

Students may take any other courses in the College of Journalism and Communications to count as professional electives. The advising office has a list of courses that may be used to fulfill experiential learning courses, and the department sends out a list each semester through the undergraduate listserv. These courses must be offered by the advertising department or be approved by the chair. These include but are not limited to: Great Ideas in the Marketplace, Advanced Internship, Cultural Branding, Creative Advertising Competitions, and Undergraduate Research. Students are encouraged to work with faculty members to select electives that best meet career goals. Recommended certificate options (e.g., International Communication, Graphic Design), combined degree options (Global Strategic Communication, Web Design, Social Media), and various concentrations of strategic messaging courses (e.g., media management,

**Commented [GR2]:** Please note that the current catalog did not have this change in it although the overview shows this.

audiences and media, audience engagement) are available in the PATH office and advertising department office.

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

*Minimum grade of C required in these courses.*

Name \_\_\_\_\_ ID \_\_\_\_\_

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

Advertising Persuasive Mesaging  
Major \_\_\_\_\_

Minor/Specialization \_\_\_\_\_

2020-2021  
Catalog Year \_\_\_\_\_

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
<b>If the following courses were NOT part of your AA degree, you will need to add:</b>	Fall Year: 2020	Fall Year: 2021
	MMC 1009 Intro to Media	Experiential Learning course 1
	ADV 3008 Princ. of Advertiding	ad elective
SPC 2608 or ORI 2001 Intro to Public Speaking or Oral Lit	MAR 3023 Princ. of Marketing	ad elective
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	MMC 3420 Consumer & Audience Analytics
	TOTAL HOURS: 15	TOTAL HOURS: 15
	Spring Year: 2021	Spring Year: 2022
	ADV 3001 Strategy	Experiential Learning course 2
	ADV 3500 Digital Insights	MMC 3203 Mass Comm Ethics
	ADV 3403 Branding	MMC 4200 Law of Mass Com
	ADV xxx Multicultural Advertising	ad elective 3 hours
	ENC 3252 Strategic Comm	ad elective 2 hours
	TOTAL HOURS: 15	TOTAL HOURS: 14
	Summer Year: 2021	Summer Year:
	MMC 2121 Writing Fundamentals	
	electives outside college 2	
	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.