

Cover Sheet: Request 12509

ADV: Persuasive Messaging 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 3:32:19 PM
Updated	1/23/2020 12:02:33 PM
Description of request	<p>Advertising: Persuasive Messaging Track</p> <p>8-Semester Critical Tracking</p> <p>Semester 1</p> <ul style="list-style-type: none"> " 2.0 GPA on all work at all institutions <p>Semester 2</p> <ul style="list-style-type: none"> " 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>Semester 3</p> <ul style="list-style-type: none"> 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>Semester 4</p> <ul style="list-style-type: none"> 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>Semester 5</p> <ul style="list-style-type: none"> " 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>Semester 6</p> <ul style="list-style-type: none"> " Complete ADV 3001 and ADV 3500 " 2.0 GPA required for all critical-tracking courses " 2.5 GPA on all work at all institutions <p>Semester 7</p> <ul style="list-style-type: none"> " Complete Immersion Experience or MMC 4200 <p>Semester 8</p> <ul style="list-style-type: none"> " Complete Immersion Experience or MMC 4200

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		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
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the October agenda. If approved, this will go into effect for the Summer B 2020 term with the publication of the 2020-2021 undergraduate catalog.	10/10/2019
No document changes					
University Curriculum Committee	Recycled	PV - University Curriculum Committee (UCC)	Casey Griffith	Please respond to UCC review comments/questions.	10/15/2019
No document changes					
Associate Provost for Undergraduate Affairs	Recycled	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		10/15/2019
No document changes					
College	Recycled	JOU - College of Journalism and Communications	Michael Weigold		12/3/2019
No document changes					
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		12/9/2019
ADV_PM_Narrative.docx					12/3/2019
Advertising_PM_November18_2019[1].docx					12/9/2019
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		12/9/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		1/23/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/23/2020
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					

Step	Status	Group	User	Comment	Updated
College Notified					
No document changes					

Major|Modify_Curriculum for request 12509

Info

Request: ADV: Persuasive Messaging Track, 8-semester plan including critical tracking for Semesters 6-8

Description of request: Advertising: Persuasive Messaging 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

" 2.0 GPA required for all critical-tracking courses

" 2.5 GPA on all work at all institutions

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

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

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

Semester 6

" Complete ADV 3001 and ADV 3500

" 2.0 GPA required for all critical-tracking courses

" 2.5 GPA on all work at all institutions

Semester 7

" Complete Immersion Experience or MMC 4200

Semester 8

" Complete Immersion Experience or MMC 4200

Submitter: Casey Griffith cgriffith@aa.ufl.edu

Created: 2/11/2020 3:49:50 PM

Form version: 2

Responses

Major Name Advertising: Persuasive Messaging 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/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD02/

Proposed Curriculum Changes Using this form to provide 8-semester plan that includes critical

tracking for semesters 6-8 in the Persuasive Messaging Track of the B.S. in Advertising. Also update GPA to 2.0 for all semesters, all coursework, all institutions.

Pedagogical Rationale/Justification The main focus of this proposal is a response to the request for 8-semester critical tracking for the persuasive messaging track in the advertising major. It does the following:

- a) Meet UF's request for an 8-semester plan for the advertising persuasive messaging track
- b) Require that students complete the old 5-semester critical tracking requirements by semester 4. Semesters 5-8 critical tracking details these specific classes (Sem 5: ADV 3001, ADV 3403, MMC 3420, VIC 3001; Sem 6: ADV 3500, Complete Experiential Learning course I; Sem 7: MMC 3203, MMC 4200; Sem 8: Complete Experiential Learning course II) and specifies an overall GPA requirement of 2.0 in critical tracking classes, all coursework, and work at all institutions.
- c) Ensure that audits and the 8-semester plan guide students as to how to satisfy UF's writing requirement after MMC 2100, a 6,000 word class, has been removed as a required class.
- d) Accurately count the number of professional electives (the current catalog copy says students must take 18 professional elective credits, including MMC 1009. In our opinion, if the professional electives require MMC 1009, then it is not an "elective" but a required class). With item "e" below, we need to remove 3 hours of elective and then accurately count the electives. Now it is 14 hours of electives.
- e) Updates the GPA to show that a 2.0 for all work, all semesters at all institutions.
- f) Incorporate request 14494 into this request since it impacts 8 semester plan. Propose to add an additional experiential learning courses as a requirement to the track. Thus, students will take two 3-hour EL courses (sem. 6 and sem. 8). To accommodate this change, one 3-hour elective has been removed. Note: ACEJMC, our outside accrediting council, limits our majors to 52 hours inside our college. Thus, we must remove a 3-hour elective to require an additional experiential learning course. Students do have choices for EL courses. Regarding the reasoning for adding an additional EL courses, the department wants to expose students to the EL cycle more than once so they can build on the first experience and gain additional insights. It exposes them to a variety of experiences, strengthening their knowledge. As research shows, these activities deepen learning by connecting the classroom to the real world and set graduates up for success.

Impact on Enrollment, Retention, Graduation This will largely impact underclassmen, and this earlier tracking will help students more easily complete freshmen-sophomore tracking requirements prior to semester 5. This makes room for professional classes that constitute the bulk of critical tracking in later semesters. Students who are juniors and seniors should not be impacted. Please note the ENC 3252 and ADV 3403 will not impact transfer students as critical tracking courses in semester 5. ENC 3252 (the strategic communication discipline specific version of Writing in the Disciplines) replaces an old requirement for a third English course. Thus, it is merely a change in focus. ADV 3403 has ADV 3008 and MAR 3023 as pre-reqs only, and it is not a pre-req for any other courses. These changes do not change the role these classes play in the major, and they have not caused problems for timely graduation of transfer students.

Regarding the additional on one more required 3-hour experiential learning course: We already have a variety of EL courses for students. Students currently can take CJC study abroad, advanced internship, Great Ideas in the Marketplace, creative Advertising Competitions, STEM research and application, Undergraduate Research, and Cultural Branding. We currently have enough seats in these options to handle our majors who choose this track and will add additional sections if needed to accommodate the change.

Assessment Data Review The critical tracking changes are largely requiring critical tracking in semester 5-8. The core courses have not changed and still meet the SLOs the department established. By requiring ADV 3001, ADV 3403 in semester 5, we do reinforce SLO 3 (correctly analyze strategic communication from case studies in branding) earlier.

Regarding the additional of another EL course as a requirement:

- PG1: Career Preparedness. To prepare students for long-term career success in rapidly changing strategic communication industry." Requiring multiple experiential learning courses adds to their career preparedness.
- PG2: Increase Minority Enrollment. There is evidence that experiential learning helps empower underrepresented students, and they have the most gains--improved academic performance and persistence--when participating in experiential learning (Najamabadi, 207, Chronicle of Higher Ed). With a variety of options, adding an additional EL component could potentially attract more minority students to the major as well.
- SLO1: Roles of Professionals and Institutions. Students correctly identify information and

trends related to the history and roles of professionals and institutions in shaping strategic communications. By requiring more experiential learning courses, they are exposed to both the profession and institution through hands-on experience, gaining additional insights and knowledge.

Depending on the EL courses they take, it could impact additional SLOs (teamwork, oral presentation, branding/strategy, audience insights)

Academic Learning Compact and Academic Assessment Plan This modification does not affect either ALC or AAP. The only minor impact in requiring an additional EL courses is that we will assess SLOs during their second EL course, which falls during their final semester at UF. Regarding the changes in critical tracking courses, we are still introducing and reinforcing the same material in the same classes. The biggest change is reinforcement of SLO 1-3 happens earlier and SLO 4 (work in teams to solve strategic problems) occurs earlier in the curriculum. We feel that reinforcement and introduction earlier in the curriculum give us more opportunities to ensure attainment of the outcomes.

The purpose of this submission is to:

- a) Meet UF's request for an 8-semester plan for the advertising persuasive messaging track
- b) Require that students complete the old 5-semester critical tracking requirements by semester 4.
- c) Ensure that audits and the 8-semester plan guide students as to how to satisfy UF's writing requirement after MMC 2100, a 6,000 word class, has been removed as a required class.
- d) Accurately count the number of professional electives (the current catalog copy says students must take 18 professional elective credits, including MMC 1009. In our opinion, if the professional electives require MMC 1009, then it is not an "elective" but a required class).

Advertising

Major

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Advertising
- **Specializations:** [Advertising Agency](#) | [Persuasive Messaging](#)
- **Credits for Degree:** 124
- [Additional Information](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Academic Learning Compact](#)

UF's Department of Advertising consistently ranks as one of the top U.S. advertising programs. It is based in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication. The department's curriculum, among the most comprehensive in the United States, is taught by a faculty with the knowledge and experience to bring a balance of professional skills and conceptual orientation to the classroom.

Students choose one of two specializations:

Advertising Agency

Emphasizes skills that are necessary for entry-level positions in an advertising agency and is designed to provide a foundation for advancement to positions of leadership in these organizations. This specialization introduces the concepts and skills needed to prepare for careers in account management, account planning, media planning, research, art direction, and copywriting. All students in the Advertising Campaigns course are required to complete a program-level assessment.

Persuasive Messaging

Focuses on the skill set required to engage media audiences with the use of strategic, persuasive communications. The specialization emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The specialization prepares students for careers in a broad array of industries and organizations.

ADVERTISING | Persuasive Messaging

UF's Department of Advertising consistently ranks as one of the top U.S. advertising programs. It is based in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication. The department's curriculum, among the most comprehensive in the United States, is taught by a faculty with the knowledge and experience to bring a balance of professional skills and conceptual orientation to the classroom.

COURSEWORK FOR THE MAJOR

Code	Title	Credits
Required Foundation Coursework		
MAR 3023	Principles of Marketing 1	4
STA 2023	Introduction to Statistics 1 1	3
Required Core Coursework		
ADV 3001	Advertising Strategy 1	3
ADV 3008	Principles of Advertising 1	3
ADV 3500	Digital Insights 1	3
ADV 3403	Branding 1	3
ENC 2252	Professional Writing in the	3

ENC 3434	Professional Writing in the Discipline	3
MMC 1009	Introduction to Media and Communications	1
MMC 2121	Writing Fundamentals for Communicators 1	3
MMC 2604	Mass Media and You	3
MMC 3203	Ethics and Problems in Mass Communications 1	3
MMC 3420	Consumer and Audience Analytics 1	3
MMC 4200	Law of Mass Communication	3
VIC 3001	Sight, Sound and Motion 1	4
	Advertising Experiential Learning 1	6
ADV 4302	Great Ideas in Marketplace Communications	
ADV 4801	Creative Advertising Competitions	
ADV 4941	Advanced Advertising Internship	
ADV 4910	Undergraduate Research	
Professional Electives		14
Total Credits		62

1 Minimum grade of C required.

1

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 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
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 3 additional 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

Original file: Advertising_PM_November18_2019[1].docx

- 2.5 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
- 2.5 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

Semester 6

- Complete ADV 3500
- Complete Professional electives
- Complete Experiential Learning course I
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 7

- Complete MMC 4200
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 8

- Complete Experiential Learning Course II
- Complete Outside Writing Elective (outside the College 6,000 word)
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions



Model Semester Plan

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 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
IDS 1161	What is the Good Life (Gen Ed Humanities)	3
MMC 2604	Mass Media and You (Critical Tracking)	3
State Core Gen Ed Mathematics 2		3
Credits		15
Semester Two		
ENC 1102	Argument and Persuasion (Critical Tracking ; State Core Gen Ed Composition)	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
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
State Core Gen Ed Biological or Physical Sciences		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 3252	Professional Writing in the Discipline 1	3
MAR 3023	Principles of Marketing (Critical Tracking) 1	4
Foreign language or quantitative option courses 1		3
Credits		16
Semester Five		
ADV 3001	Advertising Strategy (Critical Tracking) 1	3
ADV 3403	Branding (Critical Tracking) 1	3
MMC 3420	Consumer and Audience Analysis (Critical	3

MVIC 3420	Consumer and Audience Analytics (Critical Tracking) 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 (Critical Tracking) 1	4
Credits		16
Semester Six		
ADV 3500	Digital Insights (Critical Tracking) 1	3
Outside concentration courses		3
Professional electives		6
Experiential Learning Course I (Critical Tracking) _____ ¹ _____		3
Credits		15
Semester Seven		
MMC 3203	Ethics and Problems in Mass Communications (Critical Tracking) 1	3
MMC 4200	Law of Mass Communication (Critical Tracking)	3
Outside concentration courses		3
Professional electives		6
Credits		15
Semester Eight		
Experiential Learning course II (Critical Tracking) _____ ¹ _____		3
Outside concentration courses		6
Professional elective 1		2
Electives (outside college)		1
Writing elective (outside college)		3
Credits		16
Total Credits		124

¹ Minimum grade of C required.

² Pure math.

Students are expected to Experiential learning Course I during their junior year and Experiential Learning Course II during

their senior year.

PROFESSIONAL ELECTIVES

1

Minimum grade of C required.

2

Pure math.

- For semesters 7-8, students must complete two professional courses.
-
- [Professional Electives](#)

14 credits minimum

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. 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, 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.

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

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