

# Cover Sheet: Request 10764

## Modification of ADV Requirements

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending
Submitter	Kelleher,Thomas A tkell@ufl.edu
Created	2/7/2016 11:24:50 AM
Updated	2/7/2016 1:02:58 PM
Description	These modifications include specifying critical tracking courses in catalog and recommended semester plan, and the addition of MMC 1009 and ENC 3254.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Kelleher, Thomas A		2/7/2016
Added Rev Feb 7 Catalog edits for ADVERTISING 2015.docx					2/7/2016
Added Rev Feb 7 Plan for ADVERTISING 2015.docx					2/7/2016
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		2/7/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/7/2016
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 10764

## Info

**Request:** Modification of ADV Requirements  
**Submitter:** Kelleher,Thomas A tkell@ufl.edu  
**Created:** 2/7/2016 11:24:50 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:  
B.S.

### Effective Term

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

Response:  
Earliest Available

### Effective Year

Response:  
Earliest Available

### Proposed Changes

*Describe the proposed changes to the curriculum.*

Response:  
Revised proposed changes in recommended semester plans are attached for the catalog year 2015-16. Changes to major requirements include the addition of the 1-credit course MMC 1009, Intro to Media & Com, and the addition of ENC 3254 (3

credits), Professional Communication. Critical tracking courses now include ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2100, MMC 2604, POS 2041 or PSY 2012, and STA 2023.

### **Pedagogical Rationale/Justification**

*Describe the rationale for the proposed changes to the curriculum.*

Response:

The changes in 8-semester plans are proposed to keep major requirements consistent with revised general education requirements while still allowing/encouraging students to complete degrees in a timely manner. We are adding MMC 1009, Intro to Media & Com, to give students an early foundation in the domain of media and communications and academic and professional opportunities in the field. We are adding ENC 3254 to boost communication skills required in media professions in response to observations made in assessment. (SLO6 = Conceptualize and create persuasive messages for a variety of media.)

### **Impact on Enrollment, Retention, Graduation**

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

Response:

Raising enrollment in general and raising enrollment among underrepresented groups are our primary program goals, and we expect these changes to support both. The 8-semester plans will help students meet both university and major requirements in an efficient manner that will maintain or improve time to graduation. Consistent with other majors in our college, MMC 1009 will offer early academic, intellectual and professional socialization that we expect to improve enrollment, retention and time-to-degree across the diverse population of students who declare Advertising as their major.

## Advertising

*The advertising curriculum is designed to provide a foundation for advancement to positions of leadership and to prepare students for entry-level positions in account management, media planning, and media sales and research. It also familiarizes students with the design and conceptualization skills necessary for careers in art direction and copywriting.*

### About This Major

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Advertising
- **Credits for Degree:** 124
- **Minor:** No
- **Combined-Degree Program:** Yes
- [Academic Learning Compact](#)
- [Website](#)

[Critical Tracking Recommended Semester Plan](#)

### Overview

Graduates are prepared for careers as advertising practitioners in national, regional or local marketing departments, retail companies, advertising agencies, media organizations and research organizations.

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.

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### Coursework for the Major

#### Required Foundation Coursework

- MAR 3023 Principles of Marketing \* (4)
- STA 2023 Introduction to Statistics1 \* (3) or STA 2122 Statistics for Social Science \* (3)

#### Required Core Coursework

- ADV 3001 Advertising Strategy \* (3)
- ADV 3008 Principles of Advertising \* (3)
- ADV 3500 Advertising Research \* (3)
- ADV 4101 Copywriting and Visualization \* (3)

- ADV 4300 Media Planning \* (3)
- ADV 4800 Advertising Campaigns \* (3)
- MMC 1009 Introduction to Media and Communications
- MMC 2100 Writing for Mass Communication \* (3)
- MMC 2121 Writing Fundamentals for Communicators \* (3)
- MMC 2604 Mass Media and You (3)
- MMC 3420 Consumer and Audience Analytics \* (3)
- MMC 4200 Law of Mass Communication (3)
- MMC 3203 Ethics and Problems in Mass Communication \* (3)
- VIC 3001 Sight, Sound and Motion \* (4)
- ENC 3254 Professional Communication (3)
- Professional electives: 12 credits  
\* Minimum grade of C required

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## Critical Tracking

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

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

### Semester 1

- 2.0 GPA on all work at all institutions
- Complete 1 of 9 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2100, MMC 2604, POS 2041 or PSY 2012, and STA 2023

### Semester 2

- Complete 3 additional critical tracking courses
- 2 of 9 critical-tracking courses: ADV 3008, AMH 2020, an approved English elective, ECO 2013, MAR 3023, MMC 2100, MMC 2604, POS 2041 or PSY 2012, and one of the following: CPO 2001 or INR 2001 or POS 2112
- 2.5 GPA on all work at all institutions

### Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

### Semester 4

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

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## **Semester 5**

- Complete all critical-tracking courses

## Recommended Semester Plan for ADVERTISING 2015-16

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1	Credits
AMH 2020 (GE-S)(State Core-S)	3
ENC 1101 Expository and Argumentative Writing (GE-C) *	3
HUM 2305 What is the Good Life (GE-H)	3
<b>MMC 2604 Mass Media and You</b>	<b>3</b>
Pure Math Course (GE-M)(State Core-M)	3
Total	15

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Semester 2	Credits
<b>POS 2041 American Federal Government (GE-S)(State Core-S) or PSY 2012(GE-S)(State Core -S)</b>	<b>3</b>
<b>ENC 1102 (GE-C)(State- Core) *</b>	<b>3</b>
Physical or Biological Science (GE-P or B) *	3
<b>STA 2023 (GE-M)(State Core-C)</b>	<b>3</b>
THE 2000 (GE-HD)(State Core-H) or ARH 2000(GE-HD)(State Core-H)	3
<b>MMC 1009 Intro to Media &amp; Com "Weimer Welcome"</b>	<b>1</b>
Total	16

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Semester 3	Credits
<b>ECO 2013 Principles of Macroeconomics (GE-S)(State Core- S)</b>	<b>4</b>
MMC 2121 Writing Fundamentals*	
Foreign language * or quantitative option	3
MUL 2010 (GE-HN)(State Core-H)	3
Physical or Biological Science (GE-P or B)(State Core)	3
Total	16

<b>Semester 4</b>	<b>Credits</b>
<b>ADV 3008 Principles of Advertising *</b>	<b>3</b>
<b>MAR 3023 Principles of Marketing *</b>	<b>4</b>
Foreign language * or quantitative option	3
<u>CPO 2001 Comparative Politics or</u>	
<u>INR 2001 Introduction to International Relations or</u>	3
<u>POS 2112 American State and Local Government (GE-S)(State Core-S)</u>	
<b>MMC 2100 Writing for Mass Comm*</b>	3
Total	16

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<b>Semester 5</b>	<b>Credits</b>
ADV 3001 Advertising Strategy *	3
MMC 3420 Consumer and Audience Analytics *	3
VIC 3001 Sight, Sound and Motion *	4
3 <sup>rd</sup> English Elective	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature1 *	3
Total	16

<b>Semester 6</b>	<b>Credits</b>
ADV 3500 Advertising Research *	3
ADV 4101 Copywriting and Visualization *	3
Outside concentration	3
Professional electives	6
Total	15

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



<b>Semester 7</b>	<b>Credits</b>
ADV 4300 Media Planning *	3
MMC 3203 Ethics and Problems in Mass Communication *	3
MMC 4200 Law of Mass Communication	3
Outside concentration	3
Professional elective	3
	Total 15

<b>Semester 8</b>	<b>Credits</b>
ADV 4800 Advertising Campaigns *	3
Electives outside college	4
Outside concentration	6
Professional electives	2
	Total 15