

# Cover Sheet: Request 12105

## Advertising

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	11/22/2017 2:26:38 PM
Updated	1/2/2018 10:08:54 AM
Description of request	Proposed revisions to Bachelor of Science in Advertising

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		11/22/2017
No document changes					
College	Approved	JOU - College of Journalism and Communications	Thomas Kelleher		11/26/2017
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Thomas Kelleher	Added to December agenda.	11/27/2017
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Thomas Kelleher	Moved to January 2018 Agenda	1/2/2018
Advertising Catalog Changes showing edits Dec 7 2017.docx					12/9/2017
Advertising Catalog Proposed Dec 7 2017.docx					12/9/2017
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/2/2018
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 12105

## Info

**Request:** Advertising

**Description of request:** Proposed revisions to Bachelor of Science in Advertising

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

**Created:** 12/8/2017 3:27:16 PM

**Form version:** 7

## Responses

**Major Name**Advertising

**Major Code**ADV

**Degree Program Name** B.S.

**Undergraduate Innovation Academy Program**Yes

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Current Curriculum for Major**See attached for document with tracked changes.

**Proposed Curriculum Changes** See attached for document with tracked changes.

**Pedagogical Rationale/Justification**Our current advertising curriculum is comprehensive in preparing advertising majors for careers in full-service advertising agencies. All students are required to take two series of prerequisites that lead to a single Advertising Campaigns class as a capstone. One series of prerequisites focuses on creative dimensions of advertising account work including courses in Sight, Sound and Motion; Advertising Strategy; and Copy and Visualization, leading to the capstone campaigns class (VIC 3001 + ADV 3001 -- ADV 4101 -- ADV 4800). The other side, also required of all current advertising majors, is more focused on the research and analytical side of account work, including courses in Statistics, Advertising Research, and Media Planning, also leading to the capstone campaigns class (STA 2023 -- ADV 3500 -- ADV 4300 -- ADV 4800). Students interested in this comprehensive approach to preparing for specific agency/account-type careers will still have this basic curriculum available, with an added course in branding to enrich the experience in line with modern expectations for advertisers.

However, as noted below in the section on how the proposal responds to concerns raised in assessment, not all of our students necessarily want (or need) to master all facets of advertising agency work. Many of our students and faculty have greater interest in broader application of advertising as a strategic messaging function in society, including work in brand development and management, STEM translational communication, intercultural and international strategic communication, entrepreneurship, or health marketing. The proposed persuasive messaging track allows students greater flexibility in tailoring their programs for a wider range of career options (including graduate education) by offering multiple options for immersion experiences and more flexibility in choosing electives and course sequences. This track also enhances our ability to match faculty areas of preeminent expertise with student opportunities for professional development in rapidly evolving career areas.

**NOTE REGARDING REMOVAL OF MMC 2100 AS A REQUIREMENT:** After careful review of all the required courses in our current curriculum, the faculty concluded that MMC 2100 focuses too much on journalistic writing and conventions (which are covered in MMC 2121), and does not add enough value in terms of advertising writing to continue to require. The revised curriculum will still require two English courses (ENC 1101 and 1102 or equivalent), ENC 3254 (which we are working with the University Writing Program to tailor sections more for the strategic communication needs of our students), and MMC 2121. We feel these courses offer a sufficient foundation for the more advanced courses in our curriculum.

**Impact on Enrollment, Retention, Graduation**In the revised curriculum, the "Advertising Agency Track" is similar to our existing curriculum, with two differences:

1. It requires students to take a proposed new Branding course.
2. It offers more flexibility with professional electives in that students can count any 3000- or 4000-level courses in the College as a professional elective.

Students who entered the Advertising major in catalog years prior to the new curriculum being approved will not be required to take the Branding course.

Otherwise, all changes offer current students more flexibility and more options for professional electives. Students currently in the major also will have the option to pursue the "Persuasive Messaging track" if they wish, and because that track has fewer prerequisites and less strict sequencing, that option will not adversely affect current students. Rather, some may actually speed up their path to graduation by choosing the more flexible "Persuasive Messaging Track" option if it meets their academic and professional goals.

We expect the new curriculum to allow for increases in enrollment because it offers more options with broader appeal. We also expect that retention and graduate rates will benefit due to more flexibility in the design of degree plans and completion of degree requirements.

**Assessment Data Review** Twice a year, faculty of the Department of Advertising review evidence related to all eight of our SLOs. In recent years, we have generally been satisfied with our performance (and our students' performance) in achieving SLOs related to advertising's broad functions in society. Large majorities of our students regularly meet or exceed expectations in describing the role of advertising in a free market system (SLO 1) and analyzing information and applying problem-solving skills in the development of campaigns (SLO 5). The new curriculum retains what we believe to be strengths in these areas while opening new avenues for students to think critically and engage experiential learning about the role of advertising and persuasive messaging in society.

Specific skill sets related to specific functions in advertising agency-type work, however, have been more problematic. Assessment data have shown that while many of our students have no problem mastering skills such as explaining and interpreting CPM, CPP, rating, share, and GRP (part of SLO 4, "Compare and recommend media to best research audiences"), a large portion (45-55% in recent semesters) have not met expectations for these competencies. Likewise, too many of our students (as many as 74%) have not met expectations for SLO 3, "Identify and compare research and consumer information."

The new curriculum and proposed revisions to our assessment plan recognize that not all students necessarily need to be able to name metrics for buying and selling traditional mass media, but we also recognize as faculty that we need to improve how we teach students to gain and apply audience insights in diverse global marketplaces. Students in the Advertising Agency Track will still have to take ADV 4300, Media Planning, to learn how to strategically buy and sell media in line with research and strategy, and that course has been revised to reflect modern media marketplaces and tracking systems. Both tracks in the proposed curriculum require four core courses that respond to these concerns as well:

1. ADV 3008 – revised to reflect modern media and marketplaces, and to focus on diverse audiences.
2. ADV 3001 – revised to emphasize case studies and projects to learn skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.
3. ADV 3XXX (new course in Branding) - designed so students will learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.
4. ADV 3500 – changed from "Advertising Research" to "Digital Insights" to better teach acquisition, evaluation and analysis of information for advertising decisions, and to emphasize understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

We expect that the Persuasive Messaging Track also will give students more class options and immersion venues to recognize and discuss legal and social responsibilities of advertising and strategic messaging (SLO 2), conceptualize and create persuasive messages for a variety of media (SLO 6), and work collaboratively in teams (SLO 7).

NOTE: While the new curriculum certainly responds to SLO data, we also acknowledge that our methods for assessment and our SLOs themselves need revision as well. See section below for a preview of our plan to improve how we will gather evidence of higher-order competencies that are

relevant to both advertising tracks.

**Academic Learning Compact and Academic Assessment Plan** With the two-track system the department will revise its assessment plan. The new assessment procedures will include: assessment of higher-order thinking competencies and reliance on outside professionals as part of assessing student learning in capstone and immersion classes.

The higher-order thinking competencies will be assessed with a standardized measure of thinking known as the CLA+ (see <http://cae.org/flagship-assessments-cla-cwra/cla/> ). The CLA+ “measures college students’ performance in analysis and problem solving, scientific and quantitative reasoning, critical reading and evaluation, and critiquing an argument, in addition to writing mechanics and effectiveness.” The advantages of this approach include:

- a) These higher-order competencies are relevant to both advertising tracks, despite the differences in course content between the two.
- b) The competencies do not replicate course-level learning outcomes, which are already adequately assessed in individual classes.
- c) The competencies have national norms which can be used for comparison purposes.

The inclusion of immersion requirements in the new track, along with the capstone experience in the old track, make it possible to involve outside evaluators and professionals in assessment. The use of outside professionals is strongly encouraged by the college’s accrediting body (ACEJMC). All Advertising Agency Track students produce a complete advertising campaign plan book, while all Persuasive Messaging Track students will complete an online portfolio during their immersion experience. Professional evaluators will be provided with a rubric for assessing the professional competencies of these products.

## Advertising

*The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces. 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.*

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### About this Major

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Advertising
- **Credits for Degree:** 124
- **Academic Learning Compact**
- **Additional Information**

### Related Advertising Programs

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

[Critical Tracking Model 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.

[Students choose one of fourtwo specializations:](#)

[Advertising Agency Track](#). The Advertising Agency Track 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 track introduces students to 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.

~~—~~ [StrategicPersuasive Messaging Track](#). The ~~StrategicPersuasive~~ Messaging Track required to engage media audiences through the use of strategic, persuasive communications. The track emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The track prepares students for careers in a broad array of industries and organizations.

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## [Advertising Agency Track](#)

### Coursework for the Major

#### Required Foundation Coursework

- MAR 3023 Principles of Marketing \* (4)
- STA 2023 Introduction to Statistics<sup>1</sup> \* (3)

#### Required Core Coursework

- ADV 3001 Advertising Strategy \* (3)
- ~~ADV 3008 Principles of Advertising \* (3)~~
- [ADV 3XXX Branding \\* \(3\)](#)
- ADV 3500 ~~Advertising Research~~Digital Insights \* (3)
- ADV 4101 Copywriting and Visualization \* (3)
- ADV 4300 Media Planning \* (3)
- ADV 4800 Advertising Campaigns \* (3)
- ENC 3254 Professional Communication ~~\*~~(3)
- MMC 1009 Introduction to Media and Communications (1)
- ~~MMC 2100 Writing for Mass Communication \* (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)
- Professional electives: 12 credits (including MMC 1009)

\* Minimum grade of C required

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### Critical Tracking

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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

- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of [9-8](#) critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, ~~MMC 2100~~, 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

- 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

Semester 5

- Complete all critical-tracking courses

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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 1	Credits
AMH 2020 United States since 1877 <a href="#">State Core GE-S</a>	3
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</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
<b>Semester 2 Credits</b>	
<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>	<b>1</b>
<b>POS 2041 American Federal Government or</b> <b>PSY 2012 General Psychology (GE-S)</b>	<b>3</b>
<b>STA 2023 Introduction to Statistics 1</b> <i>GE-M</i>	<b>3</b>
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 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



Semester 4	Credits
<b>ADV 3008 Principles of Advertising</b> <i>Minimum grade of C required</i>	3
CPO 2001 Comparative Politics or INR 2001 Introduction to International Relations or POS 2112 American State and Local Government GE-S	3
<b>MAR 3023 Principles of Marketing</b> <i>Minimum grade of C required</i>	4
<del>MMC 2100 Writing for Mass Communication</del> <a href="#">ENC 3254 Professional Communication</a> <i>Minimum grade of C required</i>	3
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	3
Total	16
Semester 5	Credits
ADV 3001 Advertising Strategy <i>Minimum grade of C required</i>	3
<del>ENC 3254 Professional Communication</del> <a href="#">ADV 3XXX Branding</a> <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
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
Total	16
Semester 6	Credits
ADV 3500 <del>Advertising Research</del> <a href="#">Digital Insights</a> <i>Minimum grade of C required</i>	3
ADV 4101 Copywriting and Visualization <i>Minimum grade of C required</i> , <a href="#">Prereq for ADV 4800</a>	3
Outside concentration	3

Professional electives	6
Total	15

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

Semester 7	Credits
ADV 4300 Media Planning <i>Minimum grade of C required. <a href="#">Prereq for ADV 4800</a></i>	3
MMC 3203 Ethics and Problems in Mass Communication <i>Minimum grade of C required</i>	3
MMC 4200 Law of Mass Communication	3
Outside concentration	3
Professional electives	3
Total	15
Semester 8	Credits
ADV 4800 Advertising Campaigns <i>Minimum grade of C required</i>	3
Electives <i>Outside college</i>	4
Outside concentration	6
Professional electives	2
Total	15

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

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## Professional electives: 12 credits minimum

MMC 1009 and ~~14~~1 additional credits

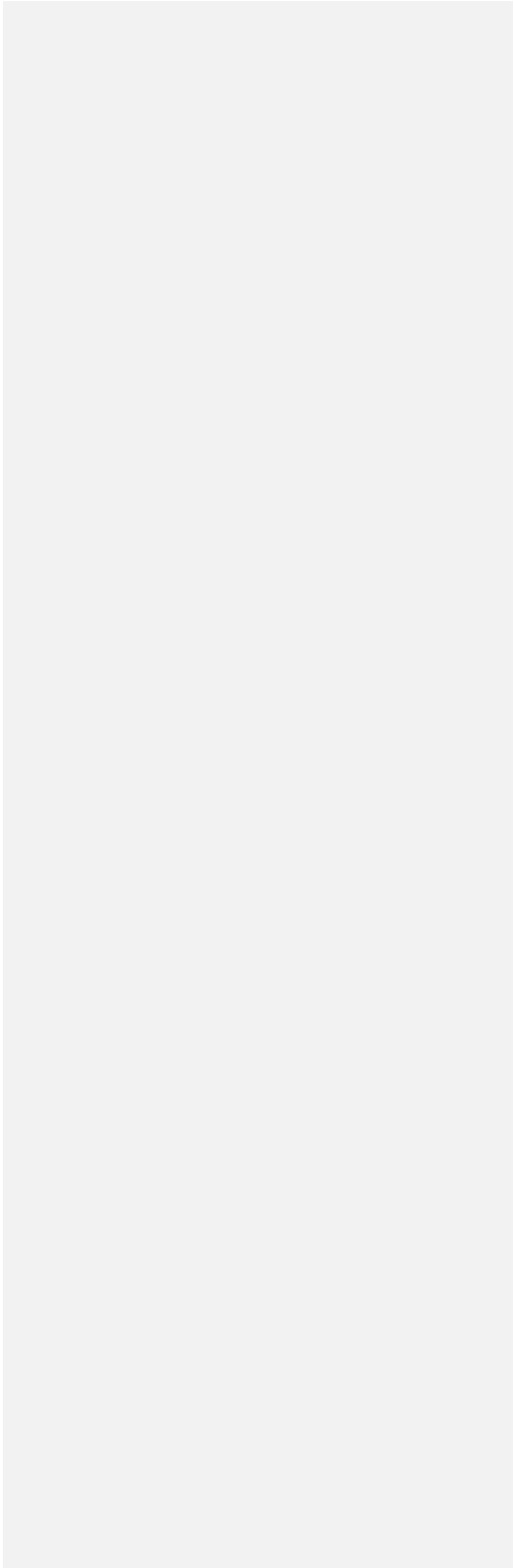
Students may take any other courses in the College of Journalism and Communications to count as professional electives. Students are encouraged to work with faculty members to construct electives that best meet career goals.

Up to six credits of professional internship credit may count toward graduation.  
Minimum grade of C required in these courses.

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# Advertising

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## Strategic Persuasive Messaging Track

### Coursework for the Major

#### Required Foundation Coursework

- MAR 3023 Principles of Marketing \* (4)
- STA 2023 Introduction to Statistics1 \* (3)

#### Required Core Coursework

- ADV 3001 Advertising Strategy \* (3)
- ADV 3008 Principles of Advertising \* (3)
- ADV 3500 [Advertising Research](#)[Digital Insights](#) \* (3)
- ADV ~~4101~~ [XXX Copywriting and Visualization](#)[Branding](#) \* (3)
- ~~ADV 4300 Media Planning~~ \* (3)
- MMC 1009 Introduction to Media and Communications [\(1\)](#)
- ~~MMC 2100 Writing for Mass Communication~~ \* (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)
- [Advertising Immersion Experience](#) \* (3)
  - [ADV 4XXX, Advanced Advertising Internship](#)
  - [ADV 4XXX, Great Ideas in Marketplace Communication](#)
  - [ADV 4XXX, Creative Advertising Competitions](#)
  - [Other options as approved by department \(e.g., sections of ADV 4930, Special Topics, including summer study abroad option, STEM research and application option, and health and science communication option\).](#)
- Professional electives: ~~12-18~~4 credits [\(including MMC 1009\) \(in addition to 1 credit](#)

\* Minimum grade of C required

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### Critical Tracking

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

- 2.0 GPA on all work at all institutions

#### Semester 2

- Complete 2 of ~~9-8~~ critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, ~~MMC 2100~~, 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

- 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

### Semester 5

- Complete all critical-tracking courses

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### 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 1	Credits
AMH 2020 United States since 1877 <a href="#">State Core GE-S</a>	3
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</i>	3
<b>MMC 2604 Mass Media and You</b>	3
Mathematics <a href="#">State Core GE-M</a> , pure math	3
Total	15
Semester 2	Credits
<b>ENC 1102 Argument and Persuasion</b> <a href="#">State Core GE-C</a> ; minimum grade of C required	3

<b>MMC 1009 Introduction to Media and Communications</b>	<b>1</b>
<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>	<b>3</b>
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts <i>State Core GE-H ; D</i>	<b>3</b>
Biological or Physical Science <i>GE-B/P; minimum grade of C required</i>	<b>3</b>
Total	<b>16</b>
<b>Semester 3 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>	<b>3</b>
MUL 2010 Experiencing Music <i>GE-H; N</i>	<b>3</b>
Biological or Physical Science <i>State Core GE-B or P</i>	<b>3</b>
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	<b>3</b>
Total	<b>16</b>
<b>Semester 4 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</i>	<b>3</b>
<b>MAR 3023 Principles of Marketing</b> <i>Minimum grade of C required</i>	<b>4</b>

<a href="#">ENC 3254 Professional Communication</a> <del>MMC 2100 Writing for Mass Communication</del> <i>Minimum grade of C required</i>	3
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	3
Total	16
Semester 5	Credits
ADV 3001 Advertising Strategy <i>Minimum grade of C required</i>	3
<a href="#">ADV 3XXX Branding</a> <del>ENC 3254 Professional Communication</del> <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
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
Total	16
Semester 6	Credits
ADV 3500 <a href="#">Digital Insights</a> <del>Advertising Research</del> <i>Minimum grade of C required</i>	3
<a href="#">ADV 4101 Copywriting and Visualization</a> <i>Minimum grade of C required</i>	3
Outside concentration	3
Professional electives	6
Total	15

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

Semester 7	Credits
<a href="#">ADV 4300 Media Planning</a> <i>Minimum grade of C required</i>	3
MMC 3203 Ethics and Problems in Mass Communication <i>Minimum grade of C required</i>	3

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MMC 4200 Law of Mass Communication	3
Outside concentration	3
Professional electives	<u>36</u>
Total	15
Semester 8	
Credits	
<a href="#">ADV 4800 Advertising Campaigns Immersion Experience</a> <i>Minimum grade of C required</i>	3
Electives <i>Outside college</i>	4
Outside concentration	6
Professional elective	2
Total	15

Up to six credits of professional internship may count toward graduation.  
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**Professional electives: 12 14 credits minimum**

MMC 1009 and 11 additional credits

Courses	Credits
ADV 3302 Great Ideas in Marketplace Communication	3
ADV 3502 Advertising Sales	3
<a href="#">ADV 3XXX Advertising Workshops</a>	<u>1-3</u>
ADV 4102 Advanced Copywriting	3
ADV 4200 Advertising Graphics and Production	3
ADV 4400 International and Cross-Cultural Advertising	3
ADV 4401 Direct Response Advertising and Sales Promotion Writing	3
ADV 4905 Individual Problems	<u>1-3</u>

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ADV 4930 Special Study in Advertising	2-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
<u>Some sections count as Immersion Experience</u>		
ADV 4931 Seminar: Ethics and Problems in Advertising	2	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
ADV 4940 Advertising Internship	1-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
<u>ADV 4XXX Advanced Advertising Internship</u>	1-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
<u>ADV 4XXX Creative Advertising Competitions</u>	1-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
<u>ADV 4XXX Great Ideas in Marketplace Communication</u>	3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
MMC 3030 Personal Branding for Communicators	1-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
MMC 3254 Media Entrepreneurship	1-3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
PUR 3000 Principles of Public Relations	3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
<u>PUR 3622 Social Media Management</u>	3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)
RTV 3001 Introduction to Telecommunication	3	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: single, Pattern: Clear (White)

### **Professional electives: 18 credits minimum**

MMC 1009 and 17 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 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. Minimum grade of C required in these courses.

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# Advertising

*The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.*

## About this Major

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Advertising
- **Credits for Degree:** 124
- **Academic Learning Compact**
- **Additional Information**

## Related Advertising Programs

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

[Critical Tracking Model Semester Plan](#)

## Overview

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 Track.* The Advertising Agency Track 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 track introduces students to 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 Track.* The Persuasive Messaging Track focuses on the skill set required to engage media audiences through the use of strategic, persuasive

communications. The track emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The track prepares students for careers in a broad array of industries and organizations.

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## Advertising Agency Track

### Coursework for the Major

#### Required Foundation Coursework

- MAR 3023 Principles of Marketing \* (4)
- STA 2023 Introduction to Statistics1 \* (3)

#### Required Core Coursework

- ADV 3001 Advertising Strategy \* (3)
- ADV 3008 Principles of Advertising \* (3)
- ADV 3XXX Branding \* (3)
- ADV 3500 Digital Insights \* (3)
- ADV 4101 Copywriting and Visualization \* (3)
- ADV 4300 Media Planning \* (3)
- ADV 4800 Advertising Campaigns \* (3)
- ENC 3254 Professional Communication \* (3)
- MMC 1009 Introduction to Media and Communications (1)
- 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)
- [Professional electives](#): 12 credits (including MMC 1009)

\* Minimum grade of C required

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### Critical Tracking

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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

- 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 PSY2012, and STA 2023

- 2.0 GPA required for all critical-tracking courses
- 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

### Semester 5

- Complete all critical-tracking courses

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### 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 1	Credits
AMH 2020 United States since 1877 <i>State Core GE-S</i>	3
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</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>	<b>1</b>
<b>POS 2041 American Federal Government or</b> <b>PSY 2012 General Psychology (GE-S)</b>	<b>3</b>
<b>STA 2023 Introduction to Statistics 1</b> <i>GE-M</i>	<b>3</b>
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts <i>State Core GE-H ; D</i>	<b>3</b>
Biological or Physical Science <i>GE-B/P; minimum grade of C required</i>	<b>3</b>
Total	<b>16</b>
<b>Semester 3</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>	<b>3</b>
MUL 2010 Experiencing Music <i>GE-H; N</i>	<b>3</b>
Biological or Physical Science <i>State Core GE-B or P</i>	<b>3</b>
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	<b>3</b>
Total	<b>16</b>
<b>Semester 4</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</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>	<b>3</b>
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	<b>3</b>
Total	<b>16</b>

<b>Semester 5</b>	<b>Credits</b>
ADV 3001 Advertising Strategy <i>Minimum grade of C required</i>	<b>3</b>
ADV 3XXX Branding <i>Minimum grade of C required</i>	<b>3</b>
MMC 3420 Consumer and Audience Analytics <i>Minimum grade of C required</i>	<b>3</b>
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature 1 ( <i>Minimum grade of C required</i> )	<b>3</b>
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	<b>4</b>
Total	<b>16</b>

<b>Semester 6</b>	<b>Credits</b>
ADV 3500 Digital Insights <i>Minimum grade of C required</i>	<b>3</b>
ADV 4101 Copywriting and Visualization <i>Minimum grade of C required. Prereq for ADV 4800</i>	<b>3</b>
Outside concentration	<b>3</b>
<a href="#">Professional electives</a>	<b>6</b>
Total	<b>15</b>

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

<b>Semester 7</b>	<b>Credits</b>
ADV 4300 Media Planning <i>Minimum grade of C required. Prereq for ADV 4800</i>	<b>3</b>

MMC 3203 Ethics and Problems in Mass Communication <i>Minimum grade of C required</i>	3
MMC 4200 Law of Mass Communication	3
Outside concentration	3
<a href="#">Professional electives</a>	3
Total	15
<b>Semester 8</b>	<b>Credits</b>
ADV 4800 Advertising Campaigns <i>Minimum grade of C required</i>	3
Electives <i>Outside college</i>	4
Outside concentration	6
<a href="#">Professional electives</a>	2
Total	15

## 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 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.*

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# Persuasive Messaging Track

## Coursework for the Major

### Required Foundation Coursework

- MAR 3023 Principles of Marketing \* (4)
- STA 2023 Introduction to Statistics1 \* (3)

### Required Core Coursework

- ADV 3001 Advertising Strategy \* (3)
- ADV 3008 Principles of Advertising \* (3)
- ADV 3500 Digital Insights \* (3)
- ADV XXX Branding \* (3)
- ENC 3254 Professional Communication \* (3)
- MMC 1009 Introduction to Media and Communications (1)
- 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)
- Advertising Immersion Experience \* (3)
  - [ADV 4XXX, Advanced Advertising Internship](#)
  - [ADV 4XXX, Great Ideas in Marketplace Communication](#)
  - [ADV 4XXX, Creative Advertising Competitions](#)
  - [Other options as approved by department \(e.g., sections of ADV 4930, Special Topics, including summer study abroad option, STEM research and application option, and health and science communication option\).](#)
- [Professional electives](#): 18 credits (including MMC 1009)

\* Minimum grade of C required

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## Critical Tracking

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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

- 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 PSY2012, and STA 2023
- 2.0 GPA required for all critical-tracking courses



- 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

### Semester 5

- Complete all critical-tracking courses

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### 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 1	Credits
AMH 2020 United States since 1877 <i>State Core GE-S</i>	3
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</i>	3
<b>MMC 2604 Mass Media and You</b>	3
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>	3

<b>MMC 1009 Introduction to Media and Communications</b>	<b>1</b>
<b>POS 2041 American Federal Government</b> <i>or</i> <b>PSY 2012 General Psychology (GE-S)</b>	<b>3</b>
<b>STA 2023 Introduction to Statistics 1</b> <i>GE-M</i>	<b>3</b>
THE 2000 Theatre Appreciation <i>or</i> ARH 2000 Art Appreciation: American Diversity and Global Arts <i>State Core GE-H ; D</i>	<b>3</b>
Biological or Physical Science <i>GE-B/P; minimum grade of C required</i>	<b>3</b>
Total	<b>16</b>
<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>	<b>3</b>
MUL 2010 Experiencing Music <i>GE-H; N</i>	<b>3</b>
Biological or Physical Science <i>State Core GE-B or P</i>	<b>3</b>
Foreign language ( <i>Minimum grade of C required</i> ) <i>or</i> Quantitative option	<b>3</b>
Total	<b>16</b>
<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 <i>or</i> INR 2001 Introduction to International Relations <i>or</i> POS 2112 American State and Local Government <i>GE-S</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

Semester 5	Credits
ADV 3001 Advertising Strategy <i>Minimum grade of C required</i>	3
ADV 3XXX Branding <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
VIC 3001 Sight, Sound and Motion	4
Total	16

Semester 6	Credits
ADV 3500 Digital Insights <i>Minimum grade of C required</i>	3
Outside concentration	3
<a href="#">Professional electives</a>	9
Total	15

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

Semester 7	Credits
MMC 3203 Ethics and Problems in Mass Communication <i>Minimum grade of C required</i>	3
MMC 4200 Law of Mass Communication	3
Outside concentration	3

Professional electives	6
Total	15
Semester 8	Credits
Immersion Experience <i>Minimum grade of C required</i>	3
Electives <i>Outside college</i>	4
Outside concentration	6
Professional elective	2
Total	15

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## Professional electives: 18 credits minimum

*MMC 1009 and 17 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 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.

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