

## Cover Sheet: Request 12508

ADV: Advertising Agency 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 3:24:20 PM
Updated	1/23/2020 12:02:47 PM
Description of request	Advertising: Advertising Agency Track 8-Semester Critical Tracking

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Michael Weigold		4/9/2018
No document changes					
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		4/17/2018
No document changes					
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	Robyn: please take a look at my narrative document and the catalog changes that I've proposed. Let me know if you have any questions. If it looks ok then approve.	11/20/2019
ADV_AG_Narrative.docx					
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		11/21/2019
No document changes					

Step	Status	Group	User	Comment	Updated
College	Recycled	JOU - College of Journalism and Communications	Michael Weigold		11/25/2019
No document changes					
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		12/2/2019
AdvertisingAgencyNovember182019.docx					12/2/2019
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					
College Notified					
No document changes					

# Major|Modify\_Curriculum for request 12508

## Info

**Request:** ADV: Advertising Agency Track, 8-semester plan including critical tracking for Semesters 6-8

**Description of request:** Advertising: Advertising Agency Track  
8-Semester Critical Tracking

**Submitter:** Casey Griffith cgriffith@aa.ufl.edu

**Created:** 2/11/2020 3:35:07 PM

**Form version:** 4

## Responses

**Major Name** Advertising: Advertising Agency 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\\_BSAD01/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD01/)

**Proposed Curriculum Changes** Using this form to provide 8-semester plan that includes critical tracking for semesters 6-8 in the Advertising Agency Track of the B.S. in Advertising. . Also update GPA to 2.0 for all semesters, all coursework, all institutions.

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

1. We are proposing that students begin completing semester 1-5 critical tracking earlier (beginning with one course in semester 1). 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. The advertising major is comprised of 3 semesters of courses taken primarily in the student's junior and senior year that serve as pre-requisites for a final semester capstone, ADV 4800. The most common reasons ad majors fail to graduate in a timely fashion is they fail to take the sequence of classes in semesters 5-7.
2. Semesters 5-8 critical tracking details these specific classes (Sem 5: ADV 3001, ADV 3403, MMC 3420, VIC 3001; Sem 6: ADV 3500, ADV 4101, words req; Sem 7: ADV 4300, MMC 3203; Sem 8: ADV 4800, MMC 4200) and specifies an overall GPA requirement of 2.0 in both critical tracking classes and work at all institutions.
3. 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.
4. Accurately counts the number of professional electives (the current catalog copy says students must take 12 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).
5. Updates the GPA to show that a 2.0 for all work, all semesters at all institutions.

**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 NAR 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.

**Assessment Data Review** The 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.

**Academic Learning Compact and Academic Assessment Plan** It does not change the academic learning compact. 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 agency 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 12 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).

Responses to earlier UCC questions

- Comments:
  - Please detail in the submission form what exactly is being changed from the current catalog/curriculum. The copy pasted statement for all questions is insufficient information for reviewers and the record.

Response: The main focus of this proposal is a response to the request for 8-semester critical tracking for the agency track in the advertising major. It does the following:

1. We are proposing that students begin completing semester 1-5 critical tracking earlier (beginning with one course in semester 1).
2. RATIONALE: 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. The advertising major is comprised of 3 semesters of courses taken primarily in the student's junior and senior year that serve as pre-requisites for a final semester capstone, ADV 4800. The most common reasons ad majors fail to graduate in a timely fashion is they fail to take the sequence of classes in semesters 5-7.
3. Semesters 5-8 critical tracking details these specific classes (Sem 5: ADV 3001, ADV 3403, MMC 3420, VIC 3001; Sem 6: ADV 3500, ADV 4101, words req; Sem 7: ADV 4300, MMC 3203; Sem 8: ADV 4800, MMC 4200) and specifies an overall GPA requirement of 2.0 in both critical tracking classes and work at all institutions.
  - Note that UCC form requests 2.5 all work/all institutions gpa in S6, 7 but catalog copy states 2.0

We ask to modify our request for a 2.0 GPA for all work/all institutions.

- Is the desire to have the GPA be a 2.5 minimum?

See above.

- Please upload a tracked changes document for the catalog. Please make sure that the CURRENT catalog copy is used.

This has been uploaded to the system

- Is there a reason for such a broad spectrum of electives?

The college and all of its departments has embraced a philosophy that elective classes should be chosen by students, in consultation with advisors, faculty, and department chairs, that reflect the array of choices and careers now happening in the fields we serve. Students interested in graduate school can now choose electives that involve undergraduate research on health communication and other topics. Students in advertising can choose telecommunication classes that will teach them how to film and produce commercials. The boundaries of our fields are increasingly blurred and

how to film and produce commercials. The boundaries of our fields are increasingly blurred and dynamic and we are looking to represent that reality in our curricula.

- Adds ENC3254 and ADV3403 as tracking requirements for semester 5 (will this impact transfer students?)

No. ENC 3252 (the discipline-specific version of Writing in the Discipline that serves our students) replaces the old requirement for a third English class. It is merely a change of focus. ADV 3403 only requires ADV 3008 and MAR 3023 as pre-reqs, and it is not a pre-req for any other class. This proposal does not change the role these classes play in our major and they have not caused problems for timely graduation of transfer students.

- Split outside electives in semester 8 to be 1 credit and 3 designated as a writing course (why change?)

This is not present in the current proposal. The original proposal did this in service of students satisfying the writing requirement. We now require students to earn 6000 words from courses offered in the college (see semester 6) so the language reverts to 4 credits of outside electives in semester 8.

## 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 | ADVERTISING AGENCY

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
<b>Required Foundation Coursework</b>		
<a href="#">MAR 3023</a>	Principles of Marketing 1	4
<a href="#">STA 2023</a>	Introduction to Statistics 1 1	3
<b>Required Core Coursework</b>		
<a href="#">ADV 3001</a>	Advertising Strategy 1	3
<a href="#">ADV 3008</a>	Principles of Advertising 1	3
<a href="#">ADV 3500</a>	Digital Insights 1	3

<a href="#">ADV 4101</a>	Copywriting and Visualization 1	3
<a href="#">ADV 4300</a>	Media Planning 1	3
<a href="#">ADV 4800</a>	Advertising Campaigns 1	3
<a href="#">ENC 3252</a>	Professional Writing in the Discipline	3
<a href="#">MMC 1009</a>	Introduction to Media and Communicati	1
<a href="#">MMC 2121</a>	Writing Fundamentals for Communicatc 1	3
<a href="#">MMC 2604</a>	Mass Media and You	3
<a href="#">MMC 3420</a>	Consumer and Audience Analytics 1	3
<a href="#">MMC 4200</a>	Law of Mass Communicati	3
<a href="#">MMC 3203</a>	Ethics and Problems in Mass Communicati 1	3
<a href="#">VIC 3001</a>	Sight, Sound and Motion 1	4
<b>Professional Electives</b>		<b>11</b>
<b>Total Credits</b>		<b>59</b>
Course List		

1 Minimum grade of C required.

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](#)

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- 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
- 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, and 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 and ADV 4101
- Complete writing elective, 6,000 words

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

### Semester 7

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

### Semester 8

- Complete ADV 4800 and MMC 4200
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

### 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
<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)	3

<a href="#">IDS 1161</a>	What is the Good Life (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> 2		3
<b>Credits</b>		<b>15</b>
<b>Semester Two</b>		
<a href="#">ENC 1102</a>	Argument and Persuasion ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) 1	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
Gen Ed Biological or Physical Sciences 1		3
<b>Credits</b>		<b>16</b>
<b>Semester Three</b>		
<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 1	3
<a href="#">MUL 2010</a>	Experiencing Music (Gen Ed Humanities with International)	3
<a href="#">State Core Gen Ed Biological or Physical Sciences</a>		3
Foreign language or quantitative option courses 1		3
<b>Credits</b>		<b>16</b>
<b>Semester Four</b>		
<a href="#">ADV 3008</a>	Principles of Advertising ( <b>Critical Tracking</b> ) 1	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 3252</a>	Professional Writing in the Discipline 1	3
<a href="#">MAR 3023</a>	Principles of Marketing ( <b>Critical Tracking</b> ) 1	4

Foreign language or quantitative option courses 1		3
	<b>Credits</b>	<b>16</b>
<b>Semester Five</b>		
<a href="#">ADV 3001</a>	Advertising Strategy ( <b>Critical Tracking</b> ) 1	3
<a href="#">ADV 3403</a>	Branding ( <b>Critical Tracking</b> ) 1	3
<a href="#">MMC 3420</a>	Consumer and Audience Analytics ( <b>Critical Tracking</b> ) 1	3
<a href="#">SPC 2608</a> or <a href="#">ORI 2000</a>	Introduction to Public Speaking 1  or Oral Performance of Literature 1	3
<a href="#">VIC 3001</a>	Sight, Sound and Motion ( <b>Critical Tracking</b> ) 1	4
	<b>Credits</b>	<b>16</b>
<b>Semester Six</b>		
<a href="#">ADV 3500</a>	Digital Insights ( <b>Critical Tracking</b> ) 1	3
<a href="#">ADV 4101</a>	Copywriting and Visualization ( <b>Critical Tracking</b> ) 1	3
Outside concentration courses		3
Professional electives		6
	<b>Credits</b>	<b>15</b>
<b>Semester Seven</b>		
<a href="#">ADV 4300</a>	Media Planning ( <b>Critical Tracking</b> ) 1	3
<a href="#">MMC 3203</a>	Ethics and Problems in Mass Communications ( <b>Critical Tracking</b> ) 1	3
<a href="#">MMC 4200</a>	Law of Mass Communication ( <b>Critical Tracking</b> )	3
Outside concentration courses		3
Professional electives		3
	<b>Credits</b>	<b>15</b>
<b>Semester Eight</b>		
<a href="#">ADV 4800</a>	Advertising Campaigns 1  ( <b>Critical Tracking</b> )	3
Outside concentration courses		6
Professional elective		2
Writing elective (6000 words outside the college)		3
<b>Elective (outside the college)</b>		<b>1</b>
	<b>Credits</b>	<b>15</b>

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**Total Credits****124**

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1 Minimum grade of C required.

2 Pure math.

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

### **PROFESSIONAL ELECTIVES**

#### **11 Credits Minimum**

Electives may come from any other courses in the College of Journalism and Communications. 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.*