ADVERTISING | ADVERTISING AGENCY

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 Program

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

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MAR 3023</td>
<td>Principles of Marketing</td>
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<td>STA 2023</td>
<td>Introduction to Statistics</td>
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Required Core Coursework

- ADV 3001 Advertising Strategy
- ADV 3008 Principles of Advertising
- ADV 3500 Digital Insights
- ADV 4101 Copywriting and Visualization
- ADV 4300 Media Planning
- ADV 4800 Advertising Campaigns
- ENC 3254 Professional Writing in the Discipline
- MMC 1009 Introduction to Media and Communications
- MMC 2100 Writing for Mass Communication
- MMC 2121 Writing Fundamentals for Communicators
- MMC 2604 Mass Media and You
- MMC 3420 Consumer and Audience Analytics
- MMC 4200 Law of Mass Communication
- MMC 3203 Ethics and Problems in Mass Communications
- VIC 3001 Sight, Sound and Motion

Professional Electives

Select 12 credits from the approved list (see Model Semester tab)

Total Credits 63

1 Minimum grade of C required.

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 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 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

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.

<table>
<thead>
<tr>
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<tr>
<td>Semester One</td>
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<td>ENC 1101</td>
<td>Expository and Argumentative Writing (Gen Ed Composition)</td>
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<td>What is the Good Life (Gen Ed Humanities)</td>
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<td>Mass Media and You (Critical Tracking)</td>
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<td>State Core Gen Ed Mathematics</td>
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<td>Semester Two</td>
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<td>POS 2041</td>
<td>American Federal Government (Critical Tracking)</td>
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Students in the Major Will Learn to

**Student Learning Outcomes (SLOs)**

**Content**
1. Describe the role of advertising in a free market system.
2. Recognize and discuss the legal and social responsibilities of advertising.

**Critical Thinking**
1. Identify and compare media, research and consumer information and critically analyze their implications for advertising.
2. Compare and recommend media to best reach a target audience.

**Communication**
1. Develop an advertising/marketing communications plan.
2. Conceptualize and create persuasive messages for a variety of media.
3. Work cooperatively and efficiently in a team environment.
4. Give professional and informative oral presentations of advertising recommendations.

**Curriculum Map**

*I* = Introduced; *R* = Reinforced; *A* = Assessed

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**Capstone**

**Assessment Types**

- Exams
- Oral presentations