

PERSUASIVE MESSAGING

The Advertising curriculum provides 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
- **Specializations:** Advertising Agency (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD01/) | Persuasive Messaging (p. 1)
- **Credits for Degree:** 124

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

Department Information

The Department of Advertising is recognized as one of the largest and most respected programs in the U.S. Courses are designed to provide a foundation for problem-solving, strategic thinking and persuasion techniques that drive marketplace communication.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/current-advertising/>)

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Advertising
- Advertising | Persuasive Messaging UF Online
- Combination Degrees

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	3
Required Core Coursework		
ADV 3001	Advertising Strategy ¹	3
ADV 3008	Principles of Advertising ¹	3
ADV 3403	Branding ¹	3
ADV 3500	Digital Insights ¹	3
ENC 3252	Writing for Strategic Communication ¹	3

MMC 1009	Introduction to Media and Communications ¹	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
Professional Electives		14
Total Credits		62

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 (<http://www.flvc.org/cpp/displayRecord.jsp?cip=090903&track=01>) 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
- 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 Experiential Learning Course 1
- 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 2
- Complete Outside Writing Elective (Outside the college 6000 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.

Course	Title	Credits
Semester One		
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
ENC 1101	Expository and Argumentative Writing (Gen Ed Composition) ¹	3
MMC 2604	Mass Media and You (Critical Tracking)	3
Quest 1 (Gen Ed Humanities)		3
State Core Gen Ed Mathematics (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ²		3
Credits		15
Semester Two		
ENC 1102	Argument and Persuasion (Critical Tracking ; State Core Gen Ed Composition) ¹	3
MMC 1009	Introduction to Media and Communications (Critical Tracking) ¹	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) ¹	3
THE 2000 or ARH 2000	Theatre Appreciation (State Core Gen Ed Humanities with Diversity (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) 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 (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		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	Writing for Strategic Communication 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 Analytics (Critical Tracking) ¹	3
Select one:		3
SPC 2608	Introduction to Public Speaking ¹	
ORI 2000	Oral Performance of Literature ¹	
VIC 3001	Sight, Sound and Motion (Critical Tracking) ¹	4
Credits		16

Semester Six		
ADV 3500	Digital Insights (Critical Tracking) ¹	3
Experiential Learning Course 1 (Critical Tracking) ¹		3
Professional electives ¹		6
Outside concentration courses		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 ¹		6
Credits		15

Semester Eight		
Experiential Learning Course 2 (Critical Tracking) ¹		3
Outside concentration courses		6
Professional elective ¹		2
Writing elective (outside college)		3
Elective (outside college)		1
Credits		15
Total Credits		124

¹ Minimum grade of C required.

² Pure math.

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

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.

Academic Learning Compact

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.

Students choose one of two specializations:

Advertising Agency

The Advertising Agency specialization 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.

Persuasive Messaging

The Persuasive Messaging specialization 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.

Before Graduating Students Must

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by two faculty members as part of ADV 4800, the major's capstone course.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to Student Learning Outcomes (SLOs)

Content

1. Correctly identify information and trends related to the history and roles of professionals and institutions in shaping strategic communications.

Critical Thinking

2. Formulate accurate audience insights from research and consumer information.
3. Correctly analyze strategic communication from case studies in branding.

Communication

4. Work effectively in teams to solve strategic communication problems.
5. Orally present ideas and recommendations clearly and effectively.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
MMC 2604	I				
SPC 2608					I
or					
ORI 2000					
MAR 3023	R	I	I		
ADV 3008	I, R	I	I		
ENC 3254		R			
ADV 3001		R	R	I	R
ADV 3403	R	R	R		
ADV 3500		R	R	R	R
ADV 4800	A	A	A	A	A
or					
Immersion					

Assessment Types

- Exams
- Oral presentations
- Peer Evaluations
- Rubric