

ADVERTISING

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<https://one.ufl.edu/soc/>)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

Department Information

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

More Info (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/current-advertising/>) | Email (lyharris@jou.ufl.edu) | 352.392.4046

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

Curriculum

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

Courses

ADV 2104C Advertising Writing 3 Credits

Grading Scheme: Letter Grade

Instruction and practice in writing for advertising. Emphasis on various types of writing in the field including creative briefs, copy and headlines.

Prerequisite: ENC 1102 and Journalism and Communications major.

ADV 3001 Advertising Strategy 3 Credits

Grading Scheme: Letter Grade

Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.

Prerequisite: MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

ADV 3008 Principles of Advertising 3 Credits

Grading Scheme: Letter Grade

Overview of the concepts, strategies, and tactics of modern advertising. Explores the role of advertising in society, culture, and economics, as well as the industry and its key organizations. Introduces specific practices used to develop, place, and evaluate both traditional and digital ads.

Prerequisite: Sophomore standing or higher.

ADV 3303 Cross Media Selling 3 Credits

Grading Scheme: Letter Grade

Explore traditional and digital media landscapes as well as the fundamental ways to create client-centered, holistic solutions using cross media platform selling. This course will deep dive into real-life examples and scenarios as well as give students hands-on experience with this type of selling.

Prerequisite: ADV 3008 and MAR 3023 with minimum grades of C.

ADV 3310 Digital Media Sales 3 Credits

Grading Scheme: Letter Grade

Provides a solid understanding of digital media sales and the digital environment. Student will be able to identify explain key concepts related to sales efforts in digital and social media, implement digital and social media sales efforts, and justify integrated efforts with research, measurements and trends.

Prerequisite: ADV 3008 and MAR 3023 with minimum grades of C.

ADV 3403 Branding 3 Credits

Grading Scheme: Letter Grade

Principles of branding and brand strategy; learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.

Prerequisite: MAR 3023 and ADV 3008 with minimum grades of C.

ADV 3411 Multicultural Advertising in the US 3 Credits**Grading Scheme:** Letter Grade

Studies multicultural communities and the process of developing advertising, promotional, and media communication tactics. Explores the methods of utilizing insights, research, and audience segmentation for developing and evaluating campaign development, while understanding the social, psychological, and cultural framework of diverse audiences.

Prerequisite: ADV 3008 and MAR 3023 with minimum grades of C.**ADV 3420 Health Communication 3 Credits****Grading Scheme:** Letter Grade

Overview of health communication in research, industry, and practice. Explore and better understand the role communication plays in health care delivery, health promotion, disease prevention, environmental and risk communication, media and mass communication, and technology.

Prerequisite: junior standing or higher.**ADV 3500 Digital Insights 3 Credits****Grading Scheme:** Letter Grade

Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

Prerequisite: MAR 3023 and ADV 3008 with minimum grades of C and STA 2023 and ADV major.**ADV 3502 Advertising Sales 3 Credits****Grading Scheme:** Letter Grade

Principles of selling media time and space to advertisers. An overview of sales opportunities and challenges in the various advertising media. How to prepare and deliver effective sales presentations.

Prerequisite: MAR 3023 and ADV 3008 with minimum grades of C and junior standing or higher in ADV.**ADV 3824 Advertising Strategy: Health / Social Influence Approach 3 Credits****Grading Scheme:** Letter Grade

Learn the process of advertising and promotional strategy from a health/social marketing approach, which centers on global health issues. Learn to "sell science" and market public health messages to help change the world.

Prerequisite: (MAR 3023 and ADV 3008 with minimum grades of C) and Advertising major.**ADV 3920C Professional Workshop in Advertising 1-3 Credits****Grading Scheme:** Letter Grade

Short-term intensive workshops in selected areas of professional development, skills, and projects. Workshops taught by professionals and often occur over three-day weekend periods. Topics change from semester to semester, with a focus on industry skills and subjects learned best from within a professional context.

Prerequisite: ADV 3008 with a minimum grade of C.**ADV 3943 The Agency Immersion 0-3 Credits****Grading Scheme:** Letter Grade

The Agency is an innovative, real-world advertising and public relations firm at UF that offers students an opportunity to build their expertise and gain experience in a hands-on environment, working directly with clients and industry professionals. Real-world work in a diverse and inclusive team environment will help you gain relevant experience, hone your skills through client feedback, gain industry access and perspective, and build a robust résumé and portfolio.

Prerequisite: ADV major and sophomore standing.**ADV 4101 Copywriting and Visualization 3 Credits****Grading Scheme:** Letter Grade

Application of creative strategy/concepts, copywriting and design to the creation of advertising for traditional and nontraditional media. To evaluate and present creative work, create ads for multicultural audiences.

Prerequisite: Junior College of Journalism and Communications student; minimum grades of C or better in ENC 3252, ADV 3001 and VIC 3001.**Corequisite:** ADV 3500.**ADV 4102 Advanced Copywriting 3 Credits****Grading Scheme:** Letter Grade

Advanced course in the application of creative strategy for print and electronic media requiring preparation of advertisements. Emphasis placed on research, planning, development of creative concepts, writing and design.

Prerequisite: 4JM ADV; minimum grade of B in ADV 4101.**ADV 4300 Media Planning 3 Credits****Grading Scheme:** Letter Grade

Provides an in-depth overview of the media planning process. Emphasizes the value of various media channels and evaluation methods to design innovative and integrated media strategies to reach and engage diverse audiences.

Prerequisite: 3JM ADV; minimum grades of C in ADV 3001 and ADV 3500.

ADV 4302 Great Ideas in Marketplace Communications 3 Credits**Grading Scheme:** Letter Grade

Focuses on two aspects of strategic communications. First: creating, developing and producing advertising and promotional content for real live case studies. Second: evaluating topical issues and industry innovation in media content innovation.

Prerequisite: ADV 3008 and ENC 3252 and junior standing or higher in ADV.

ADV 4304 Game-Changing Ad ideas 2 Credits**Grading Scheme:** Letter Grade

The course explores how and why an ad idea is a game changer by immersing students in award-winning advertising work. Students will discuss ads from the top international advertising festivals and develop criteria for award-winning work..

Prerequisite: ADV 3008 with a minimum grade of C and MAR 3023 with a minimum grade of C and advertising major.

ADV 4323 Branding and Social Media 3 Credits**Grading Scheme:** Letter Grade

The basics of developing an Integrated Marketing Communication (IMC) plan; the role the social media marketing plan plays in the IMC; learn to develop a Social Media Marketing Plan with a focus on branding; and the impact of social media on a brand.

Prerequisite: ADV 3403 with a minimum grade of C and advertising major.

ADV 4400 International and Cross Cultural Advertising 3 Credits**Grading Scheme:** Letter Grade

Major concepts and issues in international and cross cultural advertising campaign planning including primary and secondary research to assess environmental situations, setting objectives, budgeting, media, creative, ethics and social responsibility.

Prerequisite: ADV 3008 with a minimum grade of C.

ADV 4404 Cultural Branding 3 Credits**Grading Scheme:** Letter Grade

Explore the sources of great advertising and great branding through a series of real-world projects. Develop a process for uncovering hidden consumer wants and needs that can inform breakthrough creative solutions. Prepare to be challenged to look at the world through a new lens, to see things they have never seen before, and to expand creative and critical thinking abilities to bring meaningful branding solutions.

Prerequisite: ADV 3403 with a minimum grade of C.

ADV 4603 Account Management & Project Management 3 Credits**Grading Scheme:** Letter Grade

Explore in detail the role that account managers play in the development of effective advertising by examining areas such as client relationships, business planning, strategic planning, new business development, budgeting, ethics, timelines, scope of work, team communication, collaboration skills, management plans, production plans, and great creative work.

Prerequisite: ADV 3001 with a minimum grade of C.

ADV 4710 Advertising Portfolio I: Traditional Media Basics 3 Credits**Grading Scheme:** Letter Grade

Create concepts through hands-on experiential learning while working on typical ad agency projects. Explores all the traditional media: TV, radio, print, OOH, guerrilla, and in-store pieces.

Prerequisite: Advertising major and minimum grades of C in VIC 3001 and ADV 3001;

Corequisite: ADV 4101.

ADV 4800 Advertising Campaigns 3 Credits**Grading Scheme:** Letter Grade

An advanced advertising course requiring the student to prepare and produce a complete general advertising campaign. Emphasis is placed on production methods, costs, research and media analysis.

Prerequisite: 4JM ADV; minimum grades of C or better in ADV 4101 and ADV 4300.

ADV 4801 Sports Advertising Creative Campaigns 3 Credits**Grading Scheme:** Letter Grade

Students create a competitive creative campaigns for a sports-related client. Students hone creative skills and learn to prepare professional pitches or presentations.

Prerequisite: ENC 3252 and ADV 3001 and ADV 3500, all with minimum grades of C.

ADV 4905 Individual Problems 1-3 Credits**Grading Scheme:** Letter Grade

The student and instructor will choose a problem or project which provides experience in the student's major.

Prerequisite: 3JM ADV; at least 10 credits of 3000/4000-level advertising courses and department permission.

ADV 4910 Advertising Undergraduate Research 0-3 Credits**Grading Scheme:** S/U

Mentored but self-directed work enables individuals or small groups to explore an issue of interest to them and to communicate their results to others. Depending on the topic, projects may involve inquiry, design, investigation, scholarship, discovery, or application.

Prerequisite: ADV 3500 with a minimum grade of C.

ADV 4930 Special Study in Advertising 2-3 Credits

Grading Scheme: Letter Grade

Variable advertising-related topics not covered in other advertising courses.

Prerequisite: ADV 3008 and MAR 3023 with minimum grades of C and Advertising major of junior standing or higher.

ADV 4931 Seminar: Ethics and Problems in Advertising 3 Credits

Grading Scheme: Letter Grade

Major concepts and issues in the effects of advertising on society, culture, and the economy with emphasis on ethical systems and ethical decision making.

Prerequisite: 3JM ADV; minimum grade of C in MMC 3203

ADV 4940 Advertising Internship 1-4 Credits

Grading Scheme: S/U

Complete an internship in advertising or related field with supervised on-the-job training. Requires 65 hours of work per credit, weekly progress reports, a summary report, and a supervisor's evaluation.

Prerequisite: (ADV 3008 and MAR 3023 and ENC 3252 and SPC 2608) or ORI 2000 with minimum grades of C and ADV major with a 2.50 minimum major GPA and department permission.

ADV 4941 Advanced Advertising Internship 1-3 Credits

Grading Scheme: Letter Grade

Structured internship program that is approved by the department as an immersion experience related to the field of advertising. Requires 65 hours of work per credit and submission of electronic portfolio, including a culminating project from the internship.

Prerequisite: ADV 3008 and MAR 3023 and ENC 3252 with minimum grades of C and 4JM ADV major with a 2.50 minimum major GPA and department permission.

ADV 4950 Advertising Portfolio II: Beyond Traditional Media 3 Credits

Grading Scheme: Letter Grade

Portfolio II builds on Portfolio I. It is a hands-on, experiential learning course. Students create concepts and typical ad agency projects beyond traditional media and single executions. Students create integrated, experiential, digital, and shopper marketing campaigns.

Prerequisite: ADV 4710 with a C or better and department permission and Advertising major. Co-req: ADV 4304.

ADV 4951 Advertising Portfolio III 3 Credits

Grading Scheme: Letter Grade

Continues the development of professional-level advertising portfolios and emphasizes the mastery of strategic, creative, and conceptual thinking. Creative professionals will review portfolios. Students will also enter creative advertising-student competitions to showcase their work.

Prerequisite: ADV 4950 with a minimum grade of C and Advertising major and department permission.

COM 3251C STEM Research and Application 3 Credits

Grading Scheme: Letter Grade

Immersive experience to understand fundamental aspects of translational health communication research. Learn through structured readings, class discussions and applications, and guest lectures. Pays special attention to communicating health/science research to diverse audiences.

Prerequisite: junior status or higher.

MMC 1009 Introduction to Media and Communications 1 Credit

Grading Scheme: Letter Grade

Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.

Prerequisite: 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

MMC 2100 Writing for Mass Communication 3 Credits

Grading Scheme: Letter Grade

A preprofessional course designed to provide fundamental instruction and practice in writing as a basis for upper-division courses in advertising, journalism and public relations. Stresses the basic similarities in writing for all mass media. (WR)

Prerequisite: Journalism and Communications major and 6 credits of English.

Attributes: Satisfies 6000 Words of Writing Requirement

MMC 2121 Writing Fundamentals for Communicators 3 Credits

Grading Scheme: Letter Grade

One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

MMC 3030 Personal Branding for Communicators 1 Credit

Grading Scheme: Letter Grade

Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.

Prerequisite: Journalism and Communications major of junior standing or higher.

MMC 3203 Ethics and Problems in Mass Communications 3 Credits

Grading Scheme: Letter Grade

A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.

Prerequisite: Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

MMC 3254 Media Entrepreneurship 1 Credit

Grading Scheme: Letter Grade

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.

Prerequisite: sophomore standing or higher.

MMC 3420 Consumer and Audience Analytics 3 Credits

Grading Scheme: Letter Grade

Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.

Prerequisite: Junior standing or higher.

VIC 3001 Sight, Sound and Motion 3 Credits

Grading Scheme: Letter Grade

Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

Prerequisite: Sophomore standing or higher
