## Course Search

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

**More Info**

Courses at the University of Florida, with the exception of specific foreign language courses and courses in the online Master of Arts in Mass Communication program, are taught in English.

### Courses

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**Prerequisites**

- ADV 3001:Coreq: ADV 3500
- ADV 3008:Prereq: MAR 3023 & ADV 3008 with minimum grades of C
- ADV 3403: Prereq: sophomore standing
- ADV 3500: Prereq: 3JM ADV
- ADV 3502: Prereq: 3JM ADV
- ADV 3920C: Prereq: 3JM ADV
- ADV 4101: Prereq: 3JM ADV
- ADV 4102: Prereq: 4JM ADV
- ADV 4200: Prereq: 3JM ADV
- ADV 4300: Prereq: 3JM ADV
- ADV 4302: Prereq: 3JM ADV
- ADV 4400: Prereq: 3JM ADV
- ADV 4800: Prereq: 4JM ADV
- ADV 4801: Prereq: 4JM ADV
- ADV 4905: Prereq: 3JM ADV
- ADV 4910: Prereq: minimum grade of C in ADV 3500
- ADV 4930: Prereq: 3JM ADV
ADV 4931 Seminar: Ethics and Problems in Advertising 3 Credits
Major concepts and issues in the effects of advertising on society, culture, and the economy with emphasis on ethical systems and ethical decision making.
Prereq: 3JM ADV

ADV 4940 Advertising Internship 1-4 Credits
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.
Prereq: ADV major

ADV 4941 Advanced Advertising Internship 1-3 Credits
A 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 hour and submission of electronic portfolio including a culminating project from the internship.
Prereq: 4JM ADV

MMC 1009 Introduction to Media and Communications 1 Credit
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.
Prereq: 1 JM or exploratory major, 2 JM, or 3 JM classification or instructor approval

MMC 2100 Writing for Mass Communication 3 Credits
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)
Prereq: 6 credits of English and a JM designation WR6

MMC 2121 Writing Fundamentals for Communicators 3 Credits
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
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.
Prereq: 3JM designation

MMC 3203 Ethics and Problems in Mass Communications 3 Credits
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.
Prereq: 2JM designation and ADV 3008, JOU 1001, PUR 3000 or RTV 3001 with minimum grade of C

MMC 3254 Media Entrepreneurship 1 Credit
Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Students 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.
Prereq: sophomore standing

MMC 3420 Consumer and Audience Analytics 3 Credits
Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing and public relations.
Prereq: Junior standing

VIC 3001 Sight, Sound and Motion 4 Credits
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.
Prereq: sophomore standing