

ADVERTISING

(ALL STUDENTS ADMITTED FALL 2009 OR LATER)

*Students are responsible for meeting graduation requirements. Advisers are for guidance.

Minimum of 124 hrs needed for graduation; 80 non-college hours are required; 65 hours must be in traditional liberal arts and sciences.

NAME _____ UF ID _____

GENERAL EDUCATION*

Composition (C) 3

Humanities (H) 12
(American History, Literature)

Social & Behavioral Science (S) 9
(Economics, Political Sciences)

Mathematics (M) 6

Physical & Biological Sci. (P & B) 6

6 hours must have an international or diversity focus.

PREPROFESSIONAL

ECO2023/ECO2013 _____ 4
AMH2010 _____ 3
AMH2020 _____ 3
POS2041 _____ 3
POS2112 or PSY2012
or CPO2001 or INR2001 _____ 3

*ENGLISH ELECTIVES

_____ 3
_____ 3

*SPC2608/ORI2000 _____ 3
*STA2023 _____ 3
*MAR3023 _____ 4
*MMC2100 _____ 3
*MMC2604 _____ 3

ADVERTISING CORE – TAKE ALL COURSES

* ADV3008 Principles of Advertising (Sophomore Standing) _____ 3
* ADV3001 Advertising Strategy (ADV3008, MAR3023, MMC2100 with “C” grades) _____ 3
* ADV3203 Intro to Ad Des & Graph (ADV3008, MAR3023, MMC2100 with “C” grades) _____ 3
* ADV3500 Advertising Research (ADV3008, MAR3023, MMC2100, STA2023 with “C” grades) _____ 3
* ADV4101 Copy & Visualization (ADV3008, ADV3001, ADV3203, MAR3023, MMC2100 with “C” grades; Coreq. ADV3500) _____ 3
* ADV4300 Media Planning (ADV3008, ADV3001, ADV3500, MAR3023, MMC2100 with “C” grades) _____ 3
* ADV4800 Advertising Campaigns (ADV4101, ADV4300 with “C” grades) _____ 3
MMC4200 Law of Mass Communication (Senior Standing) _____ 3

PROFESSIONAL ELECTIVES - (MINIMUM 4 COURSES, 12 HOURS)

ADV3502 Adv. Sales (ADV3008, MAR3023, MMC2100 with “C” grades) _____ 3
ADV4102 Advanced Copywriting (ADV4101 with “B”) _____ 3
ADV4200 Adv. Graphics & Production (ADV3008; 3203 with “C”) _____ 3
ADV4400 International & Cross Cultural Advertising (ADV3008, MAR3023, MMC2100 & ADV 3001 with “C” grades) _____ 3
ADV4401 Direct Response Advertising (Coreq.:ADV4101) _____ 3
ADV4700 Retail Advertising (ADV4101 with “C” grade) _____ 3
ADV4905 Individual Problems in Advertising (Chairman’s OK) _____ 1-3
ADV4930 Special Study in Advertising: rotating topics (3JM) _____ 2-3
ADV4931 Seminar: Ethics/Prob. in Adv (ADV3001 & ADV3500 w/“C”) _____ 2
ADV4940 Advertising Internship (2.5 GPA; plus approval) _____ 1-3
PUR3000 Principles of Public Relations (Sophomore Standing) _____ 3
RTV3007 Introduction to Telecommunication _____ 3
RTV3200 Fund of Broadcast Production (RTV2100;3007 with “C” & (Permission from Telecommunication Dept. Chairman) _____ 3
MMC2604 Mass Media and You _____ 3

OUTSIDE CONCENTRATION - 12 hours outside this college is required. Hours must be in one academic field or an approved “area study.” Nine of the 12 hours must be taken at the 3000 level or above; 3 hours can be taken S/U, excluding the introductory course.

This combination of 12 credits cannot be used to meet other degree requirements.

QUANTITATIVE OPTION:

8 hours of any combination below:

ACG2021(c); ACG2071; STA2023; STA3024; STA4222; CGS2531; CEN3534; CGS2570; CGS3063; CGS3066; CGS3403
CGS3460; CGS3464; EME2040; ALS3203; ISM3004

OR

FOREIGN LANGUAGE PROFICIENCY*

Placement test or one year at college level. Can be taken S/U.

*GRADE of “C” OR BETTER REQUIRED. ALSO APPLIES FOR GORDON RULE WRITING & MATH COURSES.

Revised 5/09 ss

NOTE: Statistics is a preprofessional course that may count for Gen-Ed Math or the Quantitative Option, BUT NOT BOTH.