



General Education

CR

3 ***Composition (C)** _____

12 ***Humanities** includes courses in history, literature, etc., that have an (H) designation.

Humanities (H) _____ Humanities (H) _____

Humanities (H) _____ Humanities (H) _____

9 ***Social/Behavioral Sciences** includes courses in economics, pol. science, etc., that have an (S) designation.

S/B Science (S) _____ S/B Science (S) _____

S/B Science (S) _____

6 ***Mathematics** includes courses indicated GE-M. 3 hours must be a pure math (prefix of MAC or MGF). STA2023 counts for GE-M.

Math (M) _____ Math (M) _____

6 ***Physical and Biological Sciences** one each of a course with a (P) and a (B) designation. No lab required.

Science (P) _____ Science (B) _____

University Required Course (students admitted Sum B 2012 or later)

3 * HUM 2305 "What Is the Good Life" _____ (counts as a GE-H above)

International and Diversity Focus

6 Includes courses in history, fine arts, literature, etc., that have an (N) or (D) designation

***International (N)** _____ ***Diversity (D)** _____

Tracking

MMC 2604 ____ (3) *MMC 2100 ____ (3) AMH 2010 ____ (3)

AMH 2020 ____ (3) POS 2041 ____ (3)

POS 2112 or PSY 2012 or CPO 2001 or INR 2001 ____ (3)

*2nd English composition course (GE-C) ____ (3) *ADV3008 ____ (3)

ECO 2023 or 2013 ____ (4) *MAR 3023 ____ (4)

Pre-Professional *SPC 2608 or *ORI 2000 ____ (3) *STA 2023 ____ (3)

*3rd English elective ____ (3)

Quantitative Option

(8 hours from courses listed here:

<http://www.jou.ufl.edu/wp-content/uploads/2012/07/College-Foreign-Language-and-Quant-Option-Requirement.pdf>

-OR-

Foreign Language Proficiency*

Placement test or one year / two semesters at college level. Can be taken

S/U. <http://www.jou.ufl.edu/wp-content/uploads/2012/07/College-Foreign-Language-and-Quant-Option-Requirement.pdf>

Advertising

Advertising students are advised in the Office for Undergraduate Affairs, 1000 Weimer.

To graduate, in addition to the requirements in your major, you must complete:

- All General Education requirements
- All pre-professional requirements
- English electives (for a total of 9 credits including Gen Ed composition course)
- Other required courses for the major
- 124 hours total credits
- 72 credits outside of the college
- 52 credits in CJC coursework, excluding MMC4200
- Tracking courses are expected to be completed by end of sophomore year
- An outside concentration (12 credits) or minor (15 – 24 credits). Can take up to 3 credits in outside concentration S/U (except introductory course)
- Quantitative option or foreign language (8 – 10 credits)
- Statistics (STA 2023) may count as either a Gen-Ed math or a quantitative option class, but not both.

Follow us:

Facebook.com/AdviseMe

**Grade of "C" or better required. Also applies for courses taken to satisfy University Writing & Math requirements.*

08/01/2013

This advising sheet is intended to assist students in planning courses. The official degree requirements can be found in the undergraduate catalog: <https://catalog.ufl.edu/ugrad/current/Pages/home.aspx>

Applies to students admitted Summer B 2013 or later. Students are responsible for meeting graduation requirements. Minimum of 124 hours needed for graduation; 72 non-college hours are required. A total of 52 credits hours of CJC courses are required. MMC4200 is considered part of the 72 non-college hours. For information about **graduation with honors**, please visit: <http://www.jou.ufl.edu/resources/default.asp>

Advertising Core Courses (27 CJC credits) (MMC4200 = 3 non-CJC credits)

CR

- 3 ___ *MMC2100 Writing for Mass Comm. (tracking course)
- 3 ___ MMC2604 Mass Media and You (tracking course)
- 3 ___ *ADV 3008 Principles of Advertising (2JM) (tracking course)
- 3 ___ *ADV 3001 Advertising Strategy (3JM, *MAR3023, *MMC2100, *ADV3008)
- 3 ___ *ADV 3203 Introduction to Ad Design and Graphics (3JM, *MAR3023, *MMC2100, *ADV3008)
- 3 ___ *ADV 3500 Advertising Research (3JM, *STA2023, *MAR3023, *MMC2100, *ADV3008)
- 3 ___ *ADV 4101 Copy & Visualization (3JM *MMC2100, *ADV3001, *ADV3203; coreq: ADV 3500)
- 3 ___ *ADV 4300 Media Planning (3JM, *ADV3001, *ADV3500)
- 3 ___ *ADV 4800 Advertising Campaigns (4JM, *ADV4101 and *ADV4300)
- 3 ___ MMC 4200 Law of Mass Communication (4JM)

Professional Electives (minimum 15 credits[§])

CR

- 3 ___ ADV 3502 Advertising Sales (3JM, *MMC2100, *MAR3023, *ADV3008)
- 3 ___ ADV 4400 International & Cross Cultural Advertising (3JM *ADV3001)
- 1-3 ___ ADV 4905 Individual Problems in Advertising (3JM, at least 10 hours 3000/4000 level courses, chair approval)
- 3 ___ ADV 4930 Special Study in Advertising (3JM)
- 2-3 ___ ADV 4931 Seminar: Ethics/Problems in Advertising (3JM, *ADV3001)
- 1-3 ___ *ADV 4940 Advertising Internship (3JM, 2.8+ professional GPA, *ADV3008, *MAR3023, *MMC2100, completed ADV course, department permission)
- 3 ___ PUR 3000 Principles of Public Relations (2JM)
- 3 ___ PUR 4203 Ethics (PUR3000, PUR3500)
- 3 ___ PUR 4232 Public Interest Communications
- 3 ___ PUR 4932 Social Media Management
- 3 ___ RTV 3007 Introduction to Telecommunication
- 3 ___ RTV 3200 Fundamentals of Broadcast Production (3JM, *RTV2100, *RTV3007, department permission)

§Note: Students may need to complete additional courses in the college to reach 52 total college credits.

*Grade of "C" or better required. Also applies for courses taken to satisfy University Writing & Math requirements.

Advertising

Advertising students are advised in the Office for Undergraduate Affairs, 1000 Weimer.

Dr. Joe Pisani,
Interim Department Chair
2088 Weimer 392-4046
jpisani@jou.ufl.edu

Faculty Advisers

Cynthia R. Morton
2082 Weimer 392-8841
cmorton@jou.ufl.edu

Lisa Duke Cornell
2074 Weimer 392-0447
lduke@jou.ufl.edu

Troy Elias
2084 Weimer 392-5059
telias@jou.ufl.edu

Robyn Goodman
2076 Weimer 392-2704
rgoodman@jou.ufl.edu

Jon D. Morris
2078 Weimer 392-0443
jmorris@jou.ufl.edu

Michael F. Weigold
(Study Abroad)
1000 Weimer 392-1124
mweigold@jou.ufl.edu

Lu Zheng
2080 Weimer 392-0453
lzheng@jou.ufl.edu

