

# influence

University of Florida  
College of Journalism and Communications



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Advertising

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UF COLLEGE OF JOURNALISM AND COMMUNICATIONS

My time at UF allowed me to explore the industry and launch my career in advertising. We were challenged to think outside the box, to experiment in the classroom and the real world. As a result, I've been fortunate to work for some of the best media companies in the world.

—CLIFF MARKS, National CineMedia, ADV 1984

## Advertising

Advertising practitioners seek to connect brands with consumers in the market for a product or service. Creating and maintaining these connections often make the difference between business success and failure. To this end, the industry employs some of the brightest and most creative artists, writers, researchers, producers and business people in the country.

The University of Florida's Department of Advertising, a part of UF's College of Journalism and Communications, ranks among the nation's finest. Its tradition of excellence continues through the efforts of its nationally recognized faculty members whose research, creative activities and teaching abilities enhance the development of the profession and prepare students for leadership roles in strategic communications.

Accredited by the Accrediting Council on Education in Journalism and Mass Communications and certified by the International Advertising Association, the Department believes in providing guidance and assistance to its students and operates in an environment that demands its students demonstrate strong self-motivation and desire to learn. The American Advertising Federation has recognized the Department's Ad Society chapter as one of the nation's largest and most productive chapters.

## Career opportunities

Advertising practitioners work in a wide variety of organizations including advertising agencies, corporations, nonprofit agencies, associations and foundations, sports teams, hospitals and colleges.

Career opportunities include account management, social media specialists, media buying/planning, research, account planning, project management, copywriting, design, and art direction.

## Admission standards & degree requirements

Specific admission and degree requirements for the Department of Advertising are outlined in the University of Florida Catalog.

## Curriculum

Advertising students take a core of courses that includes writing, marketing, case analysis, statistics, research, graphics & design, copy & visualization, media planning, and campaigns. In addition, students choose courses from a list of professional electives to tailor their major to specific interests and to broaden their learning experience.

Students also gain expertise through internships with national companies and agencies, and through membership in Ad Society that provides career development opportunities and connects them to UF advertising alumni and professionals from throughout the industry.



## UF alumni spotlight

An advisory board of advertising professionals works with the Department on issues of importance to the profession and to the Department's students. These professionals evaluate the department's program, counsel students on the profession and offer advice on resumes, internships and job opportunities.

The Department's many alumni are employed in agencies and corporations around the world, many of whom hold leading roles in their organizations. These include:

- Jonathan Adams, ADV 1991, senior vice president, Digitas, Publicis Groupe, New York
- Samantha Avivi, ADV 1995, global marketing director, Kimberly-Clark, Atlanta
- Lindsay Blanding, ADV 2005, email marketing manager at BabyCenter, LLC - a Johnson & Johnson company, San Francisco
- Andy Fletcher, ADV 1979, associate vice president, UF University Relations, Gainesville
- Scott Hagedorn, ADV 1993, chief executive officer, Annalect Group, Omnicom Media, New York
- Mitchell J. Habib, ADV 1982, chief operating officer, The Nielsen Company, Cincinnati
- Melissa Lammers, ADV 1979, vice president and managing director, The Bravo Group, San Francisco
- Clifford E. Marks, ADV 1984, president of sales and marketing, National CineMedia, LLC, New York
- Phil Schwartz, ADV 1969, chief marketing officer, Intelity Orlando
- Jean Hoehn Zimmerman, ADV 1968, retired executive vice president of sales and marketing, CHANEL Beaute and Fragrance Division

## UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation's best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor's degrees in advertising, journalism, public relations and telecommunication, and master's and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms to better prepare them to work in the ever-changing world of journalism and communications.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities (north Florida's PBS television affiliate, WUFT-TV; the National Public Radio affiliate, WUFT-FM, and satellite station, WJUF-FM; two commercial radio stations, WRUF, Sportsradio 850 and Country 1037, The Gator; Rock104.com; and commercial television station, WRUF-TV6).



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