

Sequence of Core Advertising Courses

ECO 2013/ECO 2023

STA 2023

MMC 2100

ADV 3008

MAR 3023

Semester One

VIC 3001
Sight, Sound and Motion

Pre-requisites: Sophomore standing

Teaches fundamentals of design across print, web and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

ADV 3001
Advertising Strategy

Pre-requisites: Min. grade of C in MMC 2100, ADV 3008 and MAR 3023

A study of the theoretical foundations and the process of developing advertising and promotional strategy; methods of utilizing research data for developing and evaluating advertising strategy.

Semester Two

ADV 3500
Advertising Research

Pre-requisites: Min. grade of C in MMC 2100, ADV 3008, MAR 3023 and STA 2023

The acquisition, evaluation and analysis of information for advertising decisions. Emphasis on understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies and analyzing data.

ADV 4101
Copywriting and Visualization

Pre-requisites: Min. grade of C in ADV 3001 and VIC 3001/Co-requisite ADV 3500

Application of creative strategy for print and electronic media. Emphasis placed on the development of creative concepts. Requires preparation of advertisements including rough layouts and storyboards.

Semester Three

MMC 4200
Law of Mass Com

Pre-requisite: 4JM (Senior standing – 90 credits earned)-May be taken this semester or next. Understanding the law which guarantees and protects the privileges and defines the responsibilities of the mass media. Includes problems of constitutional law, libel, privacy and governmental regulations.

ADV 4300
Media Planning

Pre-requisites: Min. grade of C in ADV 3500

An introduction to media planning including the problems, techniques and strategy of choosing media to the purchase of advertising space and time effectively and economically in mass media.

Semester Four

MMC 4200
Law of Mass Com

If not completed previously.

ADV 4800
Advertising Campaigns

Pre-requisites: ADV 4300 and ADV 4101

An advanced advertising course requiring the student to prepare and produce a complete general advertising campaign utilizing concepts learned in previous advertising courses.

Two Alternatives for Completing Core ADV Courses

There are two paths for completing core courses in the advertising curriculum, which is designed to be a four-semester program following completion of ADV 3008, MMC 2100, STA 2023 and MAR 3023. The first path is the recommended path as presented in the University of Florida catalog. The second path differs in that a student may be able to take ADV 3001, VIC 3001 and ADV 3500 in the first semester rather than only ADV 3001 and VIC 3001.

The second path is only an option if students can register for those classes on their own without any special overrides or departmental accommodations. We do not rearrange schedules to make this happen.

Students must remember:

- Although some sections of core advertising courses are offered in summer and students are encouraged to take summer courses to speed up progress, availability of prerequisite courses is not guaranteed for summer sessions. In projecting graduation dates, students must take into account all prerequisites and the non-guaranteed availability of summer courses.
- ADV 4800 is taught fall and spring only (with the exception of occasional limited-enrollment opportunities offered via the UF CJC Study-Abroad program).
- **We never waive pre-requisites for ADV 4800.**

<i>Recommended structure of courses 4 semesters</i>	<i>Alternative structure 3 semesters</i>
First Semester in the Core ADV 3001 VIC 3001	First Semester in the Core ADV 3001 VIC 3001 ADV 3500 (pre-req STA 2023)
Second Semester ADV 3500 ADV 4101	Second Semester ADV 4101 ADV 4300
Third Semester ADV 4300 MMC 4200-this semester or next	Third Semester ADV 4800 MMC 4200
Fourth Semester ADV 4800 MMC 4200-if not completed previously	