

# 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.**

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