

Sequence of Core Advertising Courses

For more information, please visit jou.ufl.edu and catalog.ufl.edu.

PATHS FOR COMPLETING CORE 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 four-semester path is the recommended path as presented in the University of Florida catalog. The three-semester 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 three-semester 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.

FOUR-SEMESTER PLAN	THREE-SEMESTER PLAN
First Semester in the Core <ul style="list-style-type: none">• ADV 3001• VIC 3001	First Semester in the Core <ul style="list-style-type: none">• ADV 3001• VIC 3001• ADV 3500 <i>(Pre-req STA 2023)</i>
Second Semester <ul style="list-style-type: none">• ADV 3500• ADV 4101	Second Semester <ul style="list-style-type: none">• ADV 4101• ADV 4300
Third Semester <ul style="list-style-type: none">• ADV 4300• MMC 4200 <i>(Can be completed fourth semester)</i>	Third Semester <ul style="list-style-type: none">• ADV 4800• MMC 4200
Fourth Semester <ul style="list-style-type: none">• ADV 4800• MMC 4200 <i>(If not completed previously)</i>	

IMPORTANT INFORMATION

• Please visit the PATH office for advising on professional electives and other requirements at 1060 Weimer Hall or jou.ufl.edu/contact-path.

• Students are encouraged to take summer courses to speed up progress, but availability of pre-requisite courses is not guaranteed for summer sessions.

• In projecting graduation dates, students must take into account all pre-requisites 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.

CORE COURSE SEQUENCE*

ECO 2012/ECO 2023

STA 2023

MMC 2100

ADV 3008

MAR 3023

| SEMESTER ONE

VIC 3001 | Sight, Sound and Motion

Pre-req: Sophomore standing

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

ADV 3001 | Advertising Strategy

Pre-req: Minimum 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-req: Minimum 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-req: Minimum grade of C in ADV 3001 and VIC 3001

Should be completed with 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

MMC4200 | Law of Mass Communication

Pre-req: Must be at senior standing (~90 credits earned)

May be taken in semester three or four

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-req: Minimum 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

MMC4200 | Law of Mass Communication

If not completed in semester three

ADV 4800 | Advertising Campaigns

Pre-req: ADV 4300 and ADV 4101

An advanced advertising course requiring the student to prepare and produce a complete general advertising campaign. Emphasis is placed on production methods, costs, research and media analysis.