



College of Journalism and Communications

Advertising

2017-18

Bachelor of Science with Innovation Minor

*Suggested Schedule**

FRESHMAN

Semester 1 (Spring)

AMH 2020 United States Since 1877 (GE-S, State Core - S)	3
ENC 1101 Expository & Argum. Writing (GE-C, State Core - C, 6K words)	3
Pure Mathematics (GE-M, State Core - M)	3
MMC 2604 Mass Media and You	3
IDS 1353 Creativity in Context	2
MMC 1009 Intro to Media & Com	1
Total	15

Semester 2 (Summer)

STA 2023 Intro to Statistics (GE-M, State Core - M)	3
POS 2041 American Federal Government (GE-S, State Core - S) or	3
PSY 2012 General Psychology (GE-S, State Core - S)	
Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
IDS 1359 Creativity in Action	2
ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
THE 2000 Theatre Appreciation (GE-HD, State Core - H) or	3
ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	
Total	17

SOPHOMORE

Semester 3 (Spring)

ECO 2013 Principles of Macroeconomics, (GE-S, State Core - S)	4
MMC 2100 Writing for Mass Communication (6K words)	3
Physical or Biological Science (GE-P or B, State Core - B/P)	3
MUL 2010 Intro to Music Lit (GE-HN, State Core - H)	3
ENT 3003 Principles of Entrepreneurship or	
EGN 4641 Engineering Entrepreneurship	4
Total	17

Semester 4 (Summer)

ADV 3008 Principles of Advertising	3
MAR 3023 Principles of Marketing	4
MMC 2121 Writing Fundamentals for Communicators	3
AEC 3410 Fostering Innovation Through Leadership	3
CPO 2001 Comparative Politics or	
INR 2001 Introduction to International Relations or	
POS 2112 American State and Local Government (GE-S)	3
Total	16

JUNIOR

Semester 5 (Spring)

ADV 3500 Advertising Research	3
ADV 3001 Advertising Strategy	3
Foreign language or quantitative option	3
PHI3641 Conduct, Change and Consequences (GE-H, 4K w)	3
VIC 3001 Sight, Sound and Motion	4
Total	16

Semester 6 (Summer)

ADV 4101 Copywriting and Visualization	3
ADV 4300 Media Planning	3
MMC 3420 Consumer and Audience Analytics	3
ENT 4015 The Venture Accelerator or	
IDS 4950 IA Senior Project	2
Foreign Language or Quantitative Option	3
Total	14

SENIOR

Semester 7 (Spring)

ADV 4800 Advertising Campaigns	3
ADV Professional electives	6
ENC3254 Prof. Writing (6K words)	3
MMC 3203 Ethics and Problems in Mass Communication	3
Total	15

Semester 8 (Summer)

MMC 4200 Law of Mass Communication	3
Electives outside college	3
ADV Professional electives	5
SPC 2608 Introduction to Public Speaking or	3
ORI 2000 Oral Performance of Literature	
Total	14

* For Detailed tracking and degree requirements please refer to the [UF catalog](#).

Total Credits to Degree = 124

Last updated: May 2017