



Advertising-Persuasive Messaging

Bachelor of Science with Innovation Minor
*Suggested Schedule**

FIRST YEAR			
Semester 1 (Spring)		Semester 2 (Summer)	
AMH 2020 United States Since 1877 (GE-S, State Core - S)	3	STA 2023 (GE-M, State Core - M)	3
ENC 1101 Expository & Argum. Writing (GE-C, State Core - C, 6K words)	3	POS 2041 American Federal Government (GE-S, State Core - S) or PSY 2012 General Psychology (GE-S, State Core - S)	3
SPC 2608 Public Speaking or ORI 2001 Oral Performance of Lit	3	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
Pure Mathematics (GE-M, State Core - M)	3	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
MMC1009 Introduction to Media and Communications	1	THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	IDS 1359 Innovation in Action	2
TOTAL	15	TOTAL	17
SECOND YEAR			
Semester 3 (Spring)		Semester 4 (Summer)	
ECO 2013 Principles of Macroeconomics, (GE-S, State Core-S)	4	ADV 3008 Principles of Advertising	3
ENC3252 Writing for Strategic Communication	3	MAR 3023 Principles of Marketing	4
Physical or Biological Science (GE-P or B, State Core - B/P)	3	MMC 2121 Writing Fundamentals for Communicators	3
ENT 3003 Principles of Entrepreneurship (4 cr), or EGN 4641 Engineering Entrepreneurship (3 cr)	4	MUL 2010 Experiencing Music (GE-HN, State Core - H)	3
TOTAL	14	AEC 3410 Fostering Innovation Through Leadership	3
		TOTAL	16
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
ADV 3403 Branding	3	ADV 3500 Digital Insights	3
ADV 3001 Advertising Strategy	3	Experiential Learning Course #1	3
ADV3411 Multicultural Advertising	3	ENT 4015 The Venture Accelerator or IDS 4950 IA Senior Project	2
VIC 3001 Sight, Sound and Motion	3	Foreign Language or Quantitative Option	2
PHI 3641 Ethics and Innovation (GE-H, 2K)	3	MMC3420 Consumer and Audience Analytics	3
TOTAL	15	ADV Professional elective	3
		TOTAL	16
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
Foreign language or quantitative option	3	MMC 4200 Law of Mass Communication	3
Experiential Learning Course #2	3	MMC 3203 Ethics and Problems in Mass Communication	3
ADV Professional electives	9	ADV Professional elective	3
TOTAL	15	4k word elective outside the college	3
		TOTAL	12

TOTAL CREDITS TO DEGREE = 120

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

Last Updated April 2023.