



College of Journalism and Communications

Advertising – Agency Track

Bachelor of Science with Innovation Minor

*Suggested Schedule**

FRESHMAN

Semester 1 (Spring)		Semester 2 (Summer)	
AMH 2020 United States Since 1877 (GE-S, State Core - S)	3	STA 2023 Intro to Statistics (GE-M, State Core - M)	3
ENC 1101 Expository & Argumentative Writing (GE-C, State Core - C, 6K words)	3	POS 2041 American Federal Government (GE-S, State Core - S) or	3
Pure Mathematics (GE-M, State Core - M)	3	PSY 2012 General Psychology (GE-S, State Core - S)	
MMC 2604 Mass Media and You	3	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
IDS 1940 Creativity in Context	2	IDS 1359 Creativity in Action	2
MMC 1009 Intro to Media & Communications	1	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
Total	15	THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	3
		Total	17

SOPHOMORE

Semester 3 (Spring)		Semester 4 (Summer)	
ECO 2013 Principles of Macroeconomics, (GE-S, State Core -S)	4	ADV 3008 Principles of Advertising	3
ENC3254 Strategic Communications (6K words)	3	MAR 3023 Principles of Marketing	4
Physical or Biological Science (GE-P or B, State Core - B/P)	3	VIC3001 Sight, Sound, and Motion	4
MUL 2010 Experiencing Music (GE-HN, State Core - H)	3	AEC 3410 Fostering Innovation Through Leadership	3
ENT 3003 Principles of Entrepreneurship or EGN 4641 Engineering Entrepreneurship	4	CPO 2001 Comparative Politics or INR 2001 Introduction to International Relations or POS 2112 American State and Local Government (GE-S)	3
Total	17	Total	17

JUNIOR

Semester 5 (Spring)		Semester 6 (Summer)	
ADV 3500 Digital Insights	3	ADV 4101 Copywriting and Visualization	3
ADV 3001 Advertising Strategy	3	ADV 4300 Media Planning	3
Foreign language or quantitative option	3	ENT 4015 The Venture Accelerator or IDS 4950 IA Senior Project	2
PHI3641 Conduct, Change and Consequences (GE-H, 4K w)	3	Foreign Language or Quantitative Option	3
ADV3403 Branding	3	MMC 2121 Writing Fundamentals for Communicators	3
Total	15	Total	14

SENIOR

Semester 7 (Spring)		Semester 8 (Summer)	
ADV 4800 Advertising Campaigns	3	MMC 4200 Law of Mass Communication	3
ADV Professional electives	6	MMC 3420 Consumer and Audience Analytics	3
6k word elective, such as MMC2100	3	ADV Professional electives	5
MMC 3203 Ethics and Problems in Mass Communication	3	SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature	3
Total	15	Total	14

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

Total Credits to Degree = 124



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*Critical Tracking**

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites may be used for transfer students.

Semester 1

- 2.0 GPA on all work at all institutions

Semester 2

- Complete 2 of 8 critical-tracking courses: ADV 3008, ENC 1102, ECO 2013, MAR 3023, MMC 1009, MMC 2604, POS 2041 or PSY2012, and STA 2023
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

- Complete all critical-tracking courses