



Advertising: Persuasive Messaging

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 & 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
Pure Mathematics (GE-M, State Core - M)	3	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
MMC 2604 Mass Media and You	3	IDS 1359 Creativity in Action	2
IDS 1353 Creativity in Context	2	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
MMC 1009 Intro to Media & Com	1	THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	3
TOTAL	15	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
ENC 3252 Strategic Communication (6K words)	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
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	16

JUNIOR

Semester 5 (Spring)		Semester 6 (Summer)	
ADV 3001 Advertising Strategy	3	ADV 3500 Digital Insights	3
ADV 3403 Branding	3	Experiential Learning Course #1	3
VIC 3001 Sight, Sound and Motion	4	ENT 4015 The Venture Accelerator or IDS 4950 Innovation Academy Senior Project	2
PHI3641 Conduct, Change and Consequences (GE-H, 4K w)	3	Foreign language or quantitative option	3
MMC 3420 Consumer and Audience Analytics	3	ADV Professional elective	3
TOTAL	16	TOTAL	14

SENIOR

Semester 7 (Spring)		Semester 8 (Summer)	
Foreign language or quantitative option	3	MMC 4200 Law of Mass Communication	3
Experiential Learning Course #2	3	ADV Professional elective	2
ADV Professional elective	3	SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature	3
ADV Professional electives	6	MMC 3203 Ethics and Problems in Mass Communication	3
		Elective outside the college (6K words)	3
TOTAL	15	TOTAL	14

TOTAL CREDITS TO DEGREE= 124

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