



Advertising-Agency Track

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-H, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-H, 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	VIC3001 Sight, Sound, and Motion	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 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
PHI2631 Ethics and Innovation (GE-H, 2K WR)	3	Foreign Language or Quantitative Option	3
ADV3411 Multicultural Adv in USA	3	ADV 3403 Branding	3
TOTAL	15	TOTAL	14
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
ADV 4800 Advertising Campaigns	3	MMC 4200 Law of Mass Communication	3
ADV Professional elective	6	MMC 3420 Consumer and Audience Analytics	3
MMC2121 Writing Fundamentals	3	ADV Professional elective	5
MMC 3203 Ethics and Problems in Mass Communication	3	4k word elective outside the college	3
TOTAL	15	TOTAL	14

TOTAL CREDITS TO DEGREE = 120

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

Last Updated **November 2024**.