Advertising-Public Relations (B.A.)

College of Sciences

Nicholson School of Communication, NSC, Room: 143

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Admission Requirements

- The Advertising-Public Relations program is a limited access program that requires a separate application.
- Students should apply to become Advertising - Public Relations majors only after completing all requirements for admission.
- Students must satisfactorily complete a minimum of 45 credit hours of college work before applying.
- The student's GPA is a major component of the admission criteria.
- The admission GPA will be calculated using all college work attempted.
- The GPA cut-off for admission varies each semester, depending on the applicants; but for the previous 6 admission periods, the GPA averaged 3.4.
- Pass a grammar proficiency exam administered by UCF's Testing Center, unless the student has qualifying AP or IB scores, or a "B" is earned in both freshman GEP English classes.
- Contact NSC Advising for specifics of admission criteria.
- Students must receive a positive evaluation by the Nicholson School of Communication.
- For admission to the program, students must complete or be enrolled into and complete the following courses with a "C" or better (if in progress at the time of admission, students who do not earn a "C" or better will be removed from the program):

Complete the following:		**6 hrs**
ADV 3008	Principles of Advertising and	3 hrs
PUR 4000	Public Relations	3 hrs

Application Deadlines:

- October 1 to be admitted the next spring term;
- February 1 to be admitted the next summer term;
- June 1 to be admitted the next fall term.

Degree Requirements

- Students who change degree programs (other than from Ad-PR Pending) and select this major must adopt the most current catalog.
- Co-op credit can be used in the major with advisor's prior approval.
- Students should consult with a school advisor.
- School residency requirement consists of at least 24 semester hours of regularly scheduled 3000-4000 level courses taken from the UCF Nicholson School of Communication.
- Of the 120 hours required for graduation, 80 hours must be taken outside of the disciplines represented within the Nicholson School of Communication.
- Of these 80 hours, 56 must be taken in the liberal arts (i.e. within the College of Arts & Humanities or the College of Sciences).
- To ensure completion within 120 hours and to comply with the 80 hour rule, no more than 40 (or 43 if a GEP speech class was taken at UCF) of the 120 hours may be taken within the Nicholson School of Communication.
- Students electing to complete a minor must select the minor from outside the Nicholson School of Communication to remain below the 40 credit hour school maximum.
- A maximum of three credit hours of internship may be earned in one semester.
- All prerequisites of courses taught within the College of Sciences will be enforced.
- Courses designated in 1 (General Education Program) and 2 (Common Program Prerequisites) are usually completed in the first 60 hours.

1. UCF General Education Program (GEP) (36 hrs)

A: Communication Foundations			**(9 hrs)**
Required	ENC 1101	Composition I	3 hrs
Required	ENC 1102	Composition II	3 hrs
Select either			**3 hrs**
Required	SPC 1608	Fundamentals of Oral Communication or	3 hrs
Required	SPC 1603C	Fundamentals of Technical Presentations	3 hrs

B: Cultural & Historical Foundations			**(9 hrs)**
Prefer	AMH 2010	U.S. History: 1492-1877	3 hrs
Select two courses from group B 2.			6 hrs

C: Mathematical Foundations			**(6 hrs)**
Math			**3 hrs**
Suggested	MGF 1106	Finite Mathematics or	3 hrs
Suggested	MGF 1107	Explorations in Mathematics or	3 hrs
May substitute a higher level math with appropriate scores on the Math Placement Exam.			3 hrs
Statistics			**3 hrs**
Required	STA 2014C	Principles of Statistics or	3 hrs
May substitute a more advanced STA course.			3 hrs

D: Social Foundations			**(6 hrs)**
Economics			**3 hrs**
Required	ECO 2013	Principles of Macroeconomics or	3 hrs
Required	ECO 2023	Principles of Microeconomics	3 hrs
Social Sciences			**3 hrs**
Required	ANT 2000	General Anthropology or	3 hrs
Required	PSY 2012	General Psychology or	3 hrs
Required	SYG 2000	Introduction to Sociology	3 hrs

E: Science Foundations (6 hrs)

2. Common Program Prerequisites (CPP)

- See "Common Prerequisites" in the Transfer and Transitions Services section for more information.

Select either Economics course:		
ECO 2013	Principles of Macroeconomics or	GEP
ECO 2023	Principles of Microeconomics	GEP

Select either Speech course:		
SPC 1608	Fundamentals of Oral Communication or	GEP
SPC 1603C	Fundamentals of Technical Presentations	GEP

3. Core Requirements: Basic Level (6 hrs)

- All courses specifically identified in the preceding Common Program Prerequisites section of this catalog are also required in the Basic Core, and must be taken along with the following;

Must be in progress or completed before applying to the program:

Complete all of the following: 6 hrs

- For admission to the program, students must complete or be enrolled into and complete the following courses with a "C" or better (if in process at the time of admission, students who do not earn a "C" or better will be removed from the program).

ADV 3008	Principles of Advertising and	3 hrs
PUR 4000	Public Relations	3 hrs

May be completed before or after admission to the program:

Complete either economics class:		
ECO 2023	Principles of Microeconomics or	GEP/CPP
ECO 2013	Principles of Macroeconomics	GEP/CPP

Complete either speech class

SPC 1608	Fundamentals of Oral Communication or	GEP/CPP
SPC 1603C	Fundamentals of Technical Presentations	GEP/CPP

Complete either statistics class:

STA 2014C	Principles of Statistics or	GEP
STA 2023	Statistical Methods I	GEP

4. Core Requirements: Advanced Level (21 hrs)

Complete after admission to the program:

ADV 4101	Advertising Copywriting	3 hrs
MMC 3420	Mass Media Research Methods	3 hrs
MMC 3200	Mass Communication Law	3 hrs
MMC 4411	Ad-PR Campaigns	3 hrs
MMC 3630	Social Media as Mass Communication	3 hrs
PUR 3100	Writing for Public Relations	3 hrs

Internship: Select one 3 hrs

ADV 4941	Internship or	3 hrs
PUR 4941	Internship	3 hrs

5. Restricted Electives (12 hrs)

Select from the following after admission to the program:

PUR 3004	Public Relations and Society	3 hrs
ADV 4103	Radio-Television Advertising	3 hrs
ADV 4300	Advertising Media Planning	3 hrs
COM 3110	Business and Professional Communication	3 hrs
JOU 4700	Journalism Ethics	3 hrs
PUR 3210	Communication Approach to Corporate Social Responsibility	3 hrs
PUR 4203	PR/Advertising Ethics and Law	3 hrs
PUR 4014	Preparing for Public Relations Certification	3 hrs
PUR 4400	Crisis Communication	3 hrs
PUR 4110C	Public Relations Publications	3 hrs
PUR 4801	Public Relations Case Studies	3 hrs
VIC 3001	Visual Communication	3 hrs
VIC 4312	Power Branding	3 hrs

You may take either internship, but not both. 3 hrs

ADV 4941	Internship or	3 hrs
PUR 4941	Internship	3 hrs

6. Capstone Requirements

- The following Advanced Core course meets the Capstone Requirement:

MMC 4411	Ad-PR Campaigns	3 hrs

7. Foreign Language Requirements

Admissions

- Met by graduation requirement.

Graduation

- Proficiency equivalent to one year of college instruction in a foreign language taught by the Department of Modern Languages and Literatures or Judaic Studies. Standardized examinations for foreign languages may be used to meet the requirement.
- Eight credits of American Sign Language (ASL) can satisfy this requirement for students graduating under this catalog; however it will not count toward the 56 hour Liberal Arts requirement. Consult with the NSC advising staff to understand how choosing ASL impacts hours needed to graduate.

8. Electives

- Select primarily from upper level courses, with school advisor's approval. Must be from outside of the disciplines represented within school in order to not exceed the 40 credit hour cap. The majority of electives should be taken in the Liberal Arts to comply with the 56 hour Liberal Arts requirement.

9. Additional Requirements

- None

10. Required Minors

- None required. However if a minor is desired, it must be selected from outside the school in order to not exceed the 40 credit hour cap.

11. Departmental Exit Requirements

- To avoid delaying graduation, the student must request a review of requirements before registering for the last term.
- Students must achieve a minimum cumulative GPA of 2.0 in all UCF Nicholson School of Communication (NSC) courses taken in the major.
- All attempts of UCF NSC courses that could meet major requirements are included in the major GPA calculation, including those taken beyond the minimum required (e.g. additional restricted electives).

12. University Minimum Exit Requirements

- A 2.0 UCF GPA
- 60 semester hours earned after CLEP awarded
- 48 semester hours of upper division credit completed
- 30 of the last 39 hours of course work must be completed in residency at UCF.
- A maximum of 45 hours of extension, correspondence, CLEP, Credit by Exam, and Armed Forces credits permitted.
- Complete the General Education Program, the Gordon Rule, and nine hours of Summer credit.

Total Semester Hours Required

- 120

Honors In Major

- Eligibility: Requirements for admission to Honors in the Major are: completion of at least 60 semester hours of college credits including at least 12 graded upper-division hours at UCF; at least a 3.5 GPA within the major; and at least a 3.2 cumulative GPA including all upper-division courses regardless of institution; complete ADV 3008 and PUR 4000 with a minimum grade of A (4.0) and MMC 3420 with a minimum grade of B (3.0).
- Admission: Application to admission to Honors in the Major program must be approved by both the Honors in the Major thesis adviser and the Advertising-Public Relations Area Coordinator.

Requirements:

- Students accepted into the Honors in the Major Program must complete the following:

Select 1: 3 hrs

ADV 4906	Directed Independent Study or	1 hr
PUR 4906	Directed Independent Study	1 hr

Select 1: 3 hrs

ADV 4970H	Undergraduate Honors Thesis or	1 hr
PUR 4970H	Honors Undergraduate Thesis II	1 hr

Related Programs

- Marketing

Certificates

- None

Related Minors

- NOTE: Minors taught within the Nicholson School of Communication are not open to Ad-PR majors.
- Business
- Digital Media
- Writing and Rhetoric
- Hospitality Management
- Marketing
- Political Science
- Psychology
- Sociology

Advising Notes

- Students must satisfy each course's prerequisites before enrolling in the class.

Transfer Notes

- Lower division courses do not substitute for upper division courses.
- Courses transferred from private and out-of-state schools must be evaluated for equivalency credit. The student must provide all supporting information.

Acceptable Substitutes for Transfer Courses

- None

Plan of Study

- One of numerous possible plans of study. See program description for all requirements. Consult a school advisor for alternate, new or more appropriate selections.

Freshman Year - Fall		**13 hrs**
ENC 1101	Composition I	3 hrs
Foreign Language		4 hrs
GEP Math		3 hrs
GEP		3 hrs

Freshman Year - Spring		**13 hrs**
SPC 1608	Fundamentals of Oral Communication	3 hrs
ENC 1102	Composition II	3 hrs
STA 2014C	Principles of Statistics	3 hrs
Foreign Language		4 hrs

Sophomore Year - Fall		**15 hrs**
ADV 3008	Principles of Advertising	3 hrs
GEP- Economics		3 hrs
GEP		3 hrs
GEP		3 hrs
Elective-take outside of NSC		3 hrs

Sophomore Year - Spring		**15 hrs**
Elective-take outside of NSC		3 hrs
PUR 4000	Public Relations	3 hrs
GEP		3 hrs
GEP		3 hrs
GEP		3 hrs
Apply to the program		

Junior Year - Fall		**15 hrs**
Apply to program by Oct 1.		
MMC 3420	Mass Media Research Methods	3 hrs
MMC 3630	Social Media as Mass Communication	3 hrs
Elective-take outside of NSC		3 hrs
Elective-take outside of NSC		3 hrs
Elective-take outside of NSC		3 hrs

Junior Year - Spring		**15 hrs**
If admitted, take the following;		
PUR 3100	Writing for Public Relations	3 hrs
Restricted Elective		3 hrs
Restricted Elective		3 hrs
Elective-take outside of NSC		3 hrs
Elective-take outside of NSC		3 hrs

Junior Year - Summer		**9 hrs**
Internship		3 hrs
Elective-take outside of NSC		3 hrs
Elective-take outside of NSC		3 hrs

Senior Year - Fall		**13 hrs**
ADV 4101	Advertising Copywriting	3 hrs
Restricted Elective		3 hrs
Elective-take outside of NSC		4 hrs
Elective-take outside of NSC		3 hrs
Graduation Review		

Senior Year - Spring		**12 hrs**
MMC 4411	Ad-PR Campaigns	3 hrs
Restricted Elective-Internship		3 hrs
Free Elective-take outside of NSC		3 hrs
Free Elective-take outside of NSC		3 hrs

Program Academic Learning Compacts

- Program Academic Learning Compacts (student learning outcomes) for undergraduate programs are located at: *http://www.oeas.ucf.edu/alc/academic_learning_compacts.htm*

Equipment Fees

- Part-Time Student: $15 per term
- Full-Time Student: $30 per term