Advertising-Public Relations (B.A.)

College of Sciences
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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 Promotion 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 SPC 1603C Fundamentals of Technical Presentations

   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 1107 Explorations in Mathematics or Suggested MGF 1106 Finite Mathematics or
   - May substitute a higher level math with appropriate scores on the Math Placement Exam.

   Statistics 3 hrs
   - Required STA 2114C Principles of Statistics or STA 2114A Principles of Probability
   - May substitute a more advanced STA course.

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

   E: Science Foundations (6 hrs)
   - See “Common Prerequisites” in the Transfer and Transitions Services section for more information.

   Select either Economics course: 3 hrs
   - ECO 2023 Principles of Microeconomics or ECO 2013 Principles of Macroeconomics

   Select either Speech course: 3 hrs
   - SPC 1608 Fundamentals of Oral Communication or SPC 1603C Fundamentals of Technical Presentations

2. Common Program Prerequisites (CPP)
- See “Common Prerequisites” in the Transfer and Transitions Services section for more information.

   Select either Economics course: 3 hrs
   - ECO 2013 Principles of Macroeconomics or ECO 2023 Principles of Microeconomics

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

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 Promotion 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 ECO 2013 Principles of Macroeconomics
   - ECO 2023 Principles of Microeconomics or ECO 2013 Principles of Macroeconomics
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
- PUR 4941 Internship

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 4901 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
- PUR 4941 Internship

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
- PUR 4906 Directed Independent Study

Select 1: 3 hrs
- ADV 4970H Undergraduate Honors Thesis or
- PUR 4970H Honors Undergraduate Thesis II

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
- ENC 1101  Composition I  3 hrs
- Foreign Language  4 hrs
- GEP Math  3 hrs
- GEP  3 hrs

### Freshman Year - Spring
- 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
- 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
- Elective-take outside of NSC  3 hrs
- PUR 4000  Public Relations  3 hrs
- GEP  3 hrs
- GEP  3 hrs
- GEP  3 hrs

### Junior Year - Fall
- 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
- 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
- Internship  3 hrs
- Elective-take outside of NSC  3 hrs
- Elective-take outside of NSC  3 hrs

### Senior Year - Fall
- ADV 4101  Advertising Copywriting  3 hrs
- Restricted Elective  3 hrs
- Elective-take outside of NSC  4 hrs
- Elective-take outside of NSC  3 hrs

### Senior Year - Spring
- 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](http://www.oeas.ucf.edu/alc/academic_learning_compacts.htm)

### Equipment Fees
- Part-Time Student: $15 per term
- Full-Time Student: $30 per term