

Advertising B.S.

4- Year Plan of Study

Items marked with a ☒ are critical for the student to remain on track for graduation.

Notes

The Plan of Study is a static review of the degree. Connect with your major advisor for a personalized path toward graduation.

Potential Entry Level Job Titles:

Advertising Agent

Potential Entry Level Salary Range:

\$40,000 - \$55,000

Semester 1 - Fall

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	CGS 2100 OR ISM 2411	3
<input checked="" type="checkbox"/>	ENC 1101 - Composition I	3
<input checked="" type="checkbox"/>	GEB 2935 - Selected Topics in Business	1
<input checked="" type="checkbox"/>	MAC 2233 OR General/Unrestricted Elective	3
<input checked="" type="checkbox"/>	MMC 3602 - Media & Society	3
<input type="checkbox"/>	SPC 2608 - Public Speaking	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 2 - Spring

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ECO 2013 - Econ Princpl (Macroeconomics)	3
<input checked="" type="checkbox"/>	ENC 1102 - Composition II	3
<input type="checkbox"/>	GEB 3033 - Business Skills & Practices	3
<input type="checkbox"/>	MAC 2233 - Calculus for Business	3
<input type="checkbox"/>	Gen-Ed State Natural Sciences (SGEN)	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 3 - Summer		
Crit	Course/Requirement	Credits
<input type="checkbox"/>	Consider pursuing an Education Abroad, Internship, Community Engagement, or Research Experience in the Summer term.	0
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 4 - Fall		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ACG 2021 - Princ Financial Accounting	3
<input type="checkbox"/>	AMH 2010 OR AMH 2020 OR POS 2041 (SCIV/SGES)	3
<input checked="" type="checkbox"/>	ECO 2023 - Principles of Microeconomics	3
<input checked="" type="checkbox"/>	QMB 2100 - Quan Methods & Bus Decisions I	3
<input type="checkbox"/>	Gen-Ed State Humanities (SGEH)	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 5 - Spring		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ACG 2071 - Principles of Managerial Acc	3
<input checked="" type="checkbox"/>	ADV 3008 - Principles of Advertising	3
<input checked="" type="checkbox"/>	GEB 4935 - Sel Topics in Business Admin	1
<input type="checkbox"/>	PHI 1103 - Critical Thinking	3
<input checked="" type="checkbox"/>	MAR 3023 - Basic Marketing	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 6 - Summer

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ENC 2251 - Professional Writing	3
<input type="checkbox"/>	Gen-Ed USF Natural Sciences (UGEN)	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 7 - Fall

Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ADV 3101 - Advertising Creativity	3
<input type="checkbox"/>	CAI 3801 - Artificial Intelligence and Analytics for Organizations	3
<input type="checkbox"/>	MAN 3025 - Principles of Management	3
<input checked="" type="checkbox"/>	MAR 3613 - Marketing Research	3
<input type="checkbox"/>	QMB 3302 - Data Analytics for Business	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 8 - Spring

[illegible]

Semester 9 - Summer		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	MAR 4333 - Marketing Communications Management	3
<input checked="" type="checkbox"/>	MAR 4940 - Marketing Internship/Practicum	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 10 - Fall		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	ADV 4600 - Advertising Management	3
<input type="checkbox"/>	BUL 3320 - Law And Business I	3
<input checked="" type="checkbox"/>	FIN 3403 - Principles of Finance	3
<input checked="" type="checkbox"/>	MAR 4503 - Buyer Behavior	3
<input type="checkbox"/>	SCM 3005 - Supply Chain Management	3
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Semester 11 - Spring		
Crit	Course/Requirement	Credits
<input checked="" type="checkbox"/>	GEB 4890 - Strategic Management and Decision Making	3
<input type="checkbox"/>	IDS 3947 - Cooperative Internship	3
<input checked="" type="checkbox"/>	MAR 4824 - Marketing Management Problems	3
<input checked="" type="checkbox"/>	MMC 4410 - Integrated Public Relations and Advertising Campaigns	3
<input type="checkbox"/>	Apply for Graduation	0
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		