



# Nicholson School of Communication and Media

UNIVERSITY OF CENTRAL FLORIDA

## Advertising/Public Relations 2019-2020

<http://communication.cos.ucf.edu/program/advertising-public-relations>

Thank you for your interest in UCF's Advertising/Public Relations program. We hope you find the following information, grouped in alphabetical order by broad category, will answer all your questions.

### **Admission and Application Process**

Ad/PR is a restricted access major. That means you have to apply to the program to major in it. Applicants must have 45 hours earned by the deadline date to apply. Courses you must complete before being accepted are ADV 3008 (Principles of Advertising), and PUR 4000 (Introduction to Public Relations). You must earn a "C" or better in these courses in order to satisfy admission requirements.

Ad/PR is a very popular major and more students want to major in it than we can get through the program. Most of our classes are very small, limited to 20 students. Forty students are admitted each semester and the dominant criteria to be admitted is overall grade point average, or GPA. The applications are lined up from highest GPA to lowest, a line is drawn below the 70<sup>th</sup> applicant, and those above the line are invited to write a proctored essay in our computer labs. The essays are evaluated and the top 40 are admitted.

The GPA cut-off changes every semester based on the applicant pool, but it does tend to hover around a 3.3. In recent years the lowest GPA has been a 3.0 and the highest has been a 4.0. The GPA we consider is your cumulative GPA, and it includes your grades from all colleges or universities you've attended. There is a GPA calculator on UCF's Web site that you may find helpful.

<http://www.mass.sdes.ucf.edu/gpacalc.html>.

### **Application Process Deadlines**

We accept applications three times a year: Feb. 1 for Summer semester admission, June 1 for Fall semester admission, and October 1 for Spring semester admission. The application is available online in the Undergraduate section, in the Ad/PR major area of the School's Web site:

[http://communication.cos.ucf.edu/undergraduate/adpr\\_admission.php](http://communication.cos.ucf.edu/undergraduate/adpr_admission.php)

You need to apply every semester as your application does not remain in our file after each deadline. You are notified of your status (accepted or denied) by UCF Knights email about two weeks after the deadline.

**You should apply every semester—including for Summer even if you don't plan on taking classes—no matter what your GPA is** because predicting the GPA cut-off is impossible. You can apply as many times as you want, but if you have 80 hours completed, applied two or more times, and have not been accepted, we recommend you see an advisor in NASSC and consider choosing another major so you can graduate on time. (*See Introductory Classes and Internships, below.*) A faculty member is happy to meet with you to discuss options that will lead to a job in the field.

### **Advising**

Before being accepted into the major, you can be advised by the staff of the Nicholson Academic Students Services Center. Email: [nassc@ucf.edu](mailto:nassc@ucf.edu). Phone: 407-823-2681. Office: NSCM 143.

When you are admitted to the Advertising/Public Relations major, you will **be assigned a faculty member as your official adviser**. This faculty member can advise you on your courses and your compliance with School and University graduation requirements. It is recommended you meet with your adviser every semester, preferably before registration. **Print an audit the day you are meeting with your adviser and bring it with you.** Your faculty adviser can only advise

you about the Ad/PR major and **not** about your minors or any other department. See *COSAS* section below for more information. You may also email your faculty adviser your audit as a PDF and receive advising through email.

## **COSAS**

College of Sciences Academic Services (COSAS) is located in the College of Sciences Building (behind the Student Union), Room 250. COSAS helps students with matters concerning college and university requirements, what classes transfer from community college, policies, and procedures. You can walk-in or make an appointment for advising and special problems. Web: [undergrad.cos.ucf.edu](http://undergrad.cos.ucf.edu). Phone: 407-823-6131. Email: [cosas@mail.ucf.edu](mailto:cosas@mail.ucf.edu).

## **Coursework: the 72/48 Rule**

The Nicholson School of Communication and Media follows accreditation standards that encourage students to obtain a broad, liberal arts education. Students **in catalog year 2019 and later** must:

- Complete a minimum of 72 hours outside of the disciplines represented within the Nicholson School of Communication and Media (most general education classes count)
- 48 of the 72 hours must be in the Liberal Arts, excluding Communication, with the exception of Speech. (See *Liberal Arts Courses* for more information).

*Note on Ad/PR major classes:* Do take your Advertising/Public Relations classes toward the end of your academic career. You want to build momentum your last semesters here, and not be finishing with general electives. Following is a template you can use as a **guideline**.

### **Junior Year**

| <b>Fall</b>   | <b>Spring</b>   |
|---|---|
| ADV 3008 Principles of Advertising<br>“C” or better is required | MMC 3630 Social Media as Mass Comm.                     |
| PUR 4000 Intro to Public Relations<br>“C” or better is required | MMC 3420 Mass Media Research Methods<br><i>required</i> |
| VIC 3001 Visual Communication                                   | MMC 3200 Mass Communication Law<br><i>required</i>      |

### ***Intern over the summer***

### **Senior Year**

| <b>Fall</b>   | <b>Spring</b>  |
|---|--|
| PUR 3100 Writing for PR   | <i>Elective:</i> PUR 4801 Case Studies<br><i>Elective:</i> PUR 4110C PR Publications<br><i>Elective:</i> PUR 3210 Corp. Social Responsibility                |
| ADV 4101 Advertising Copywriting  | MMC 4411 Ad/PR Campaigns   |
| <i>Elective:</i> ADV 4300 Media Planning<br><i>Elective:</i> PUR 4400: Crisis Communication   | <i>Elective:</i> PUR 4014: Certification in PR   |
| <i>Required:</i> ADV or PUR 4941: Internship<br><i>Elective:</i> VIC 4312: Power Branding<br><i>Elective:</i> ADV 3001: Ad Strategy | <i>Elective:</i> ADV or PUR 4941: Internship (recommended)<br><i>Elective:</i> PUR 4001: PR Strategy<br><i>Elective:</i> PUR 4014: Prep for PR Certification |

The Ad/PR program requires 45 hours of coursework. You can see the current list of courses in the template provided in this hotsheet (see *Coursework: the 80/48 rule*) and on the Web site:

[http://www.catalog.sdes.ucf.edu/current/degree\\_programs/advertising\\_public\\_relations/](http://www.catalog.sdes.ucf.edu/current/degree_programs/advertising_public_relations/).

In addition to the classes listed in the catalog, we offer some electives.

Catalog Year 19 and up:

**Electives (must choose five classes or 15 hours)**

PUR 4801 PR Case Studies

PUR 4110C PR Publications (Fall only)

PUR 4400 Crisis Communication (Fall only)

VIC 4312 Power Branding (Fall only)

PUR 4001: PR Strategy (Spring only)

ADV or PUR 4941 Internship (can be repeated for 1 to 3 credits)

ADV 4103 RTV Advertising

ADV 4300 Advertising Media Planning

PUR 4210 PR Certification course

ADV 3001: Advertising Strategy (Fall only)

*Notes on courses and electives*

**Any course taught by an Ad/PR faculty member is an approved Ad/PR elective—even if it is not listed on your audit.**

**ADV 4103 (RTV Advertising)** is about selling radio and TV time, not about creating ads for broadcast.

**MMC 3420 Mass Media Research Methods** can be taken online or in mixed mode.

**PUR 4110C (PR Publications)** has a pre-requisite of PUR 3100 and VIC 3001 for catalog year 2016 and higher. It requires a subscription to the Adobe Creative Suite (Design Basic or Design Premium) software, for \$20 a month. It is taught in Fall only.

**PUR 4400 Crisis Communication** is taught only in Fall term. **VIC 4312 Power Branding** is taught only in Fall.

**VIC 3001 (Visual Communication)** is taught online in both fall and spring and many times in summer. If you took it already, it will either count as a required core or a restricted elective, depending on your catalog year.

See the Course Notes on the back of your Academic Planning Sheet for advice and information on every class in the major.

**Credit Hours**

You need 120 credit hours to graduate from UCF. Your general education program, or GEP, (fulfilled by an AA degree at community college or coursework at UCF), make up 60 hours. The Ad/PR major is 45 hours, so you'll need another 21 hours of electives. You may want to consider a minor. *See the section on minors.*

**Facebook**

We have a page on Facebook. This allows students to keep up to date with important information regarding scholarships, registration advisement, workshops, new courses that are offered through the Advertising/Public Relations major in the NSCM. Search for UCF Ad/PR and LIKE it. **Note: Faculty cannot conduct advising through Facebook.** Additional Facebook groups you may be interested in joining include UCF Ad Club, and Quotes, the PR Club. There is also a student-run Facebook group called Advertising/Public Relations.

**Faculty**

The Ad/PR major has five full-time faculty members and four adjunct faculty members.

**Mr. Doug Blemker**

Doug.blemker@ucf.edu

**Dr. Melissa Dodd**

Melissa.dodd@ucf.edu

**Ms. Lindsay Hudock**

Lindsay.Hudock@ucf.edu

**Mr. Gary LaPage**  
Gary.Lapage@ucf.edu

**Ms. Joan McCain**  
Joan.McCain@ucf.edu

Shared faculty members: Dr. Deanna Sellnow, Dr. Tim Sellnow, Dr. Nan Yu.

Adjuncts are professionals from the local advertising and public relations community. For a complete list of full-time faculty and bios, go to the Nicholson School of Communication and Media Web site and click on People. Web: <http://communication.cos.ucf.edu/people/faculty.php>.

**Notes:** All advising must be done through University email. Faculty are not on campus 5 days a week or 52 weeks a year. When school is not in session, faculty members are rarely around to advise or assist you.

### **Foreign Language Requirement**

Advertising/Public Relations majors are required to have two semesters of a foreign language to graduate. American Sign Language is accepted beginning catalog year 2012, but it requires three courses. No amount of high school foreign language will fulfill this requirement. You can test out of your foreign language requirement. Contact the Testing Center, HPH 106, 407 823-5109.

### **Graphic Design Certification Programs**

The Ad/PR program does not emphasize classes in graphic design. You can take classes at Valencia and transfer the credits in. Valencia offers certificates in graphic design. The first is a technical certificate in graphic design production, which can be completed in one year. The next level is a certificate in graphic design support, which can be completed in as little as one semester. A one-year certificate in graphics and interactive design production is also available.

### **Internships**

In an internship, students work in an organization, carrying out specific job functions that relate to the advertising and public relations field and earn college credit. Advertising/Public Relations majors are required to do one, 3-credit hour internship to graduate. You must have **completed** (not be currently enrolled in) either ADV 3008 to do an advertising internship or PUR 4000 to do a public relations internship. An internship is required for several reasons: it provides essential hands-on experience to develop real-world skills that you cannot get in the classroom, and because there is no better way to find your first job in the field than with practical experience and professional connections. Internships provide both while you are still in school.

Internships are graded as S/U—Satisfactory or Unsatisfactory—and not by letter grade. It does not affect your GPA, but it does count toward your 120 hours required for graduation and your 39 hours required in Ad/PR.

Internships can be found in several ways.

1. **You can find your own.** Want to go home for the summer, or to another city, and work in an ad agency or a company that performs marketing communication functions? You can do that. Just bring a job description to your faculty adviser along with a completed internship form for approval.
2. **Attend Intern Pursuit.** This is a meet-and-greet program held each Fall and Spring where local advertising and public relations professionals gather to find UCF Ad/PR interns. The next event is on **Thursday, Oct. 11, 2018**. In 2019, the dates are **Wednesday, March 20**, and **Thursday, Oct. 22**. Time is 6:30 to 8 p.m. in the Pegasus Ballroom. Business attire required.
3. **Search** [www.InternQueen.com](http://www.InternQueen.com), Started by Ad/PR Alum Lauren Berger, this internship web site has opportunities all over the country, all year long. You can also follow Intern Queen on Twitter and Facebook.
4. **Check the unofficial Ad/PR Facebook page.** Many Orlando-area companies post in this group seeking interns—especially those internships that are supervised by alumni.

**Credit Hour to Hours on the Job formula.** Internships follows this formula. In **Fall** and **Spring**, a 15-week semester, the formula is 1-to-3. For every credit hour you register for, you need to work a minimum of three hours **a week** on the

job. So, a 3-credit hour internship (the most popular) requires 9 hours a week on the job. In **Summer**, when the semester is 12 weeks, the formula is 1-to-4. So three credit hours requires 12 hours **a week** on the job.

**Summer internships are in Summer C term.** You cannot intern only Summer A or only Summer B.

*A note on internship hours:* No matter how many credits you register for, you will get the most out of your internship experience by working full days. Try to put in two full days a week to increase your chances of working on projects and not just doing busy work.

**Registering for an internship.** You cannot register yourself. There are multiple steps to register an internship, and the steps are described here. Please review them when you find an internship.

**STEP 1:** Complete the Internship Registration Form, which can be downloaded from the NSCM Web site.

(<http://communication.cos.ucf.edu/include/file/resources/forms/internshipRegistrationForm.pdf>)

Fill out your part. **Do not have your employer fill out the entire form for you.**

**STEP 2:** Take the form with your part filled out to your internship employer, have him or her complete the employer part, and you both sign it.

**STEP 3:** Attend a **mandatory** Internship Orientation with Lindsay Hudock and Joan McCain. Dates for the next academic year are: **Fall 2018:** Monday, Aug. 20, 2 p.m., 2:30 p.m., and 3 p.m. Tuesday, Aug. 21, 9:30 a.m. and 10 a.m. and 3 and 3:30 p.m. **Spring 2019:** Friday, Nov. 30, 10, 10:30 and 11 a.m. Monday, Jan. 7, 9:30 and 10 a.m. Tuesday, Jan. 8, 9:30 a.m. and 12:30 p.m. The location is TBD. Emails from NASSC will be sent to majors with the times and locations. It will also be posted in the Facebook group.

**STEP 4:** You then have to take the signed form to NASSC, NSCM 143, where the staff will generate paperwork. In peak registration times, you may have to come back 24 hours later.

**STEP 5:** After that paperwork is complete, you need to take it all to COSAS where they will register your internship credit. Have your ID with you.

**Deadline for Registering an internship.** All internship paperwork must be signed by Ad/PR faculty 48 hours prior to the end of Add/Drop. Do not wait until the first week of classes to begin the internship registration process, or you will find long lines, no faculty around to sign your form, and increased frustration. We hold orientations and sign paperwork every Study Day, and at scheduled times the first two days of the term. You will be emailed the days and times. (See above for dates and times through 2019.)

**The Internship Class.** There is a Webcourse component to internships. You will diary regularly during your internship and the faculty supervisor will check in with you, providing feedback and input as necessary. A mid-term assignment and final assignment are required and will be explained in the course and at the Orientation.

**Other Internship Paperwork.** The Internship Agreement Form is the only form an Ad/PR faculty member will sign. Some out-of-area internships ask for verification of students receiving credit for the internship and ask for faculty to write letters certifying this. Our response will be for students to show the employers their fee invoice. Because of the size and scope of our internship program, faculty members do not have time to deal with letters and paperwork, which many times are about things we have no authority to approve or certify. If internship employers are insistent on their own paperwork being completed, you need to do your internship through the Office of Experiential Learning.

**Receiving the S/U grade for an internship.** Your internship supervisor will complete a survey about your performance in your internship. You will forward the link to the survey to your intern supervisor.

### **Introductory Classes**

There are two classes you must take before being admitted into the major: **ADV 3008 (Principles of Advertising)**, and **PUR 4000 (Introduction to Public Relations)**. You must complete these courses with a "C" average or better. These are

large lecture classes and are open to any student at UCF. They are the pre-requisites to the rest of the classes in the Ad/PR major. They are also pre-requisites for any student to complete an advertising or public relations internship.

### **Liberal Arts Courses**

In the UCF catalog, most courses marked with the initials COS (College of Sciences—but **NOT** Communication) or CAH (College of Arts and Humanities) counts toward the 45 credit hour requirement.

Schools, majors, and programs that count are:

#### **College of Sciences**

Anthropology  
Biology  
Chemistry  
Mathematics  
Physics  
Political Science  
Psychology  
Sociology  
Statistics

#### **College of Arts & Humanities**

Art  
Digital Media (Computer Science classes don't count)  
English  
Film  
History  
Judaic Studies  
Latin American Studies (Interdisciplinary Studies courses don't count)  
Modern Languages  
Music  
Philosophy  
Theatre  
Women's Studies  
Writing & Rhetoric

Astronomy (AST 2002), Economics (ECO 2013, 2023), Geography (GEO 1200) and SPC 1608 or 1603 also count toward liberal arts courses.

Marketing and Hospitality Management, popular minors for Ad/PR majors, do not count toward Liberal Arts. If you want to minor in Marketing or Hospitality Management you need to meet with an Ad/PR adviser early in your academic career to make sure you are on track with your Liberal Arts hours and can add the other classes without delaying graduation.

### **MAIP**

This is the Multi-cultural Advertising Internship Program through the American Association of Advertising Agencies (4As). Students are placed in summer internships in top agencies in the country, provided housing, and paid for the experience. To be eligible, students must be Asian/Asian American, Latino/Hispanic, Black/African American, American Indian/Native American, Multiracial or Multiethnic; a junior, senior or graduate student at the time of application; have a GPA of 3.2; a citizen or permanent resident of the US. For more information, go to: <http://www.aaaa-maip.org/>. You may see some UCF Ad/PR alumni in the photos—and many of them got their first jobs through the program.

### **Minors for Ad/PR majors**

You do **not** have to have a minor, but minors do help direct your 21 elective hours. (Minors are typically 15 or 18 hours of focused course work.) Also, if you are waiting for admission into the Ad/PR program, working on a minor is a great use of time. Some applicable and popular minors with our students are Writing & Rhetoric, Sociology, Political Science, Cultural Anthropology, History, Psychology, Digital Media. You can check out the pre-requisites for these minors in UCF's online catalog under each program. Web:

[http://www.catalog.sdes.ucf.edu/current/degree\\_programs/](http://www.catalog.sdes.ucf.edu/current/degree_programs/).

### **Nicholson Academic Student Services Center (NASSC)**

NSCM 143 is the location for the office Communication students visit for registration problems, questions, and information. All of this can be found in one convenient location. This is also where you go to get your official audit before meeting with a faculty adviser. Registration problems are addressed here. Phone: 407 823 2681. Put this number in your phone. They know faculty office hours, the internship registration process, and any details about the major that are on this sheet.

## **Orientation Session**

When you are accepted into the Advertising/Public Relations major, you will be invited to a **mandatory** orientation meeting to go over important information that will assist you in progressing through the Ad/PR major. This session will be held approximately three weeks after the application deadline for the semester you were admitted.

## **Overrides**

There are no overrides into Ad/PR classes. Limited access into our major eliminates the need for overrides as every student can be accommodated because we do not have more students than we can serve. Overrides cannot be given because of your work schedule, your preference for a particular teacher, day or time of class, or your extra curricular activities. Graduating seniors are the only students who can bring a case for needing a particular class to a faculty adviser when rare circumstances prevent them from graduating on time. Even under those circumstances, an override is not given and a creative solution is figured out based on that case.

## **Professional Associations**

**Ad2 Orlando** is the young professionals division of the American Advertising Federation-Orlando and is exclusive to individuals ages 18 to 32. Ad2 exists solely to address the needs of young people interested in advertising, marketing and public relations. Visit <http://www.ad2orlando.org/> for more information or join the “Ad2 Orlando: Young Professionals in Advertising” Facebook group to find important information/updates and to get connected with other members.

**American Advertising Federation (AAF)** is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry, acting as the “unifying voice for advertising.” Membership fees are \$130 and \$75 for non-profit members. For students, AAF offers Ad2 for young professionals (*see Student Associations*).

**American Marketing Association (AMA)** is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. Visit <http://www.amacentralflorida.org/> for more information on the Orlando chapter.

**Florida Public Relations Association (FPRA)** is the largest and oldest association of public relations professionals in the state of Florida. For students, the UCF chapter of this association is “Quotes” (*see Student Associations*). Visit <http://www.fprra-orlando.org/> for more information on the Orlando chapter.

**Public Relations Society of America (PRSA)** is the world's largest organization for public relations professionals with nearly 20,000 members organized into 116 chapters worldwide. The Orlando chapter represents members that are a diverse mix of mid- to senior-level practitioners with a passion and commitment to engaging and growing the practice of public relations in Central Florida. Visit <http://www.prraorlando.org/> for more information on the Orlando chapter.

## **Registration Problems**

If you encounter a problem while registering for classes, the only two people who can help you are Rebecca Morales and Sierra Cater in the Nicholson Academic Student Service Center, NSCM 143. Your faculty adviser cannot assist you with pre-requisite issues. Contact them: Rebecca Morales, email: [Rebecca.Morales@ucf.edu](mailto:Rebecca.Morales@ucf.edu), Sierra.Cater@ucf.edu. It is best to visit in person.

## **Scholarships**

Ad/PR students have many opportunities for scholarships. Visit the College of Sciences website for details and to apply.

### **Darden Restaurant Scholarship**

\$1,000 awarded to junior or senior Communication student based on financial need, as determined by FASA. One page essay on career aspirations and need required.

### **Irene Ferrell Pynn Memorial Scholarship**

\$1,000 awarded to junior or senior for community service, with emphasis on UCF service. 300-word essay required.

### **Orlando Area Chapter/FPRA Roast & Toast Scholarships**

Twelve, \$1,000 scholarships awarded to juniors or seniors. 300-word essay required. Six scholarships awarded in Fall and six in Spring.

### **Alumni Association William T. Grasty Scholarship**

\$500 scholarship to junior or senior for academic achievement, community involvement and/or work experience. Essay on idea for increasing alumni membership required.

### **PRSA Frank Stansberry Scholarship**

\$500 scholarship, renewable for a second year, to junior or senior for leadership roles in the School or community. One page statement of career aspirations and activities.

### **OAF/Ad2 Orlando Scholarship**

-\$2000 for general advertising/communication student. Must attend two Ad2 events and be part of mentor program.

-\$2000 for general creative advertising/communication student. Must attend two Ad2 events and be part of mentor program. Deadline: early January. Awarded in June.

### **Gerow/May Scholarship**

Three, \$1,000 scholarships for junior, senior or graduating students pursuing a degree within the NSOC and demonstrates financial need as determined by the FAFSA. 500 to 700 word essay required.

You may also want to visit the UCF Alumni Association Web site for other scholarships:  
[www.ucfalumni.com/scholarships](http://www.ucfalumni.com/scholarships).

### **Student Associations**

**Quotes** is the student chapter of the Florida Public Relations Association (FPRA). Active for more than 25 years, Quotes is also the largest chapter of FPRA in the state. The membership fee for new members is \$45 and \$35 for renewing members. Cash and checks are accepted, with checks payable to **Quotes**. Visit [www.quotesucf.com](http://www.quotesucf.com) for more information or join the “Quotes r Club” on Facebook to find important information and to get connected with other members.

**Ad Club at UCF** is the student chapter of the American Advertising Federation (AAF). The club works closely with the local AAF chapters, the Orlando Advertising Federation (OAF) and Ad2. Member fees are \$45 and entitles you to the internship bank and membership to the different organizations. Visit [www.ucfadclub.com](http://www.ucfadclub.com) for more information or join the “Ad Club” group on Facebook to find important information/updates and to get connected with other members.

### **Study Abroad**

The Nicholson School of Communication and Media has a growing Study Abroad program. Students can study for a semester in Sweden, Australia, Austria, Spain, England and other locations through an agreement NSCM has crafted with each school. Laurel Poole in NASSC can provide information.

### **Summer Classes**

Advertising/Public Relations traditionally does not offer required classes in the major during the summer. ADV 3008 (Principles of Advertising), ADV/PUR 4941 (Internship) and VIC 3001 (Visual Communication) are usually offered in the summer, but you have already completed most of those courses. Majors are encouraged to intern during the summer, and this does fulfill your summer hour requirement for graduation. You can also take electives, foreign language, or classes in your minor.