



Advertising and Public Relations

2022-2023 Freshman Orientation Packet

**Nicholson School of
Communication and Media**

Welcome to the Nicholson School of Communication and Media!



You're a communicator. A creator of worlds. Whether it's developing a game, filming a scene, or writing a newscast, you've got a point of view.

The Nicholson School of Communication and Media has a dozen degrees and almost 100 faculty in areas like advertising, journalism, communication and conflict, interactive media, and film. Award-winning faculty who have shot Super Bowl commercials and studied the language of astronauts. Practical and profitable degrees.

So go ahead and create. Collaborate. Change the world even. At NSCM we've got you covered.

NSCM has three academic areas including Communication, Film and Mass Media, and Games and Interactive Media.

Communication

- Advertising/Public Relations BA
- Communication and Conflict BA
- Human Communication BA
- Communication MA
- Strategic Communication PhD

Film and Mass Media

- Film BA/BFA
- Journalism BA
- Media Production & Management BA
- Film MFA

Games and Interactive Media

- Digital Media BA
- Digital Media MA
- Interactive Entertainment MS, Florida Interactive Entertainment Academy

Nicholson Academic Student Services Center—Your Major Advisor

The Nicholson Academic Student Services Center (NASSC) provides major specific advising for all Nicholson School of Communication and Media students.

Major specific advising services include:

- *Major specific questions*
- *Limited access admissions processing*
- *Class scheduling assistance*
- *Course equivalency review for major specific courses*
- *Course override review and processing for major specific courses*
- *Major specific course substitutions and exceptions*
- *Course content questions*
- *Internship and career information*
- *Major specific clubs and organizations*
- *Study abroad opportunities and major specific course equivalency reviews*
- *Undergraduate research and Honors Undergraduate Thesis guidance*

NASSC is located on the UCF Main Campus, Nicholson School of Communication and Media (NSCM) Building, NSCM room 130. The NSCM Building is located next to Lake Claire Apartments and is across the street from the Visual Arts Building.

- **Website:** www.communication.ucf.edu/advising *Links to an external site.*
- **E-mail:** nassc@ucf.edu
- **Phone:** (407) 823-2681
- **Advising hours:**
 - Monday, Tuesday, Wednesday, Thursday: 9:00-12:00 & 2:00-4:00 and Friday 9:00-12:00 (call to schedule appointment)
 - Advising is offered in person, via phone, and via Zoom

Academic advising is not mandatory at UCF, but it is strongly encouraged. Students should seek advising at least once a semester. Requesting an advising appointment is simple. Just call (407) 823-2681 to schedule an appointment.

You should seek advising before you enroll in courses to ensure that you are taking the correct courses for your major.

- You enroll in **Spring courses in late October**, so you should schedule an advising appointment in **September**.
- You enroll in **Fall and Summer courses in late March**, so you should schedule an advising appointment in **February**.
- Even if you don't plan to enroll in Summer courses, you still must advise and enroll in Fall courses in March. If you miss your enrollment appointment, courses could fill up and you may delay progress in your major.

Students are assigned a registration appointment date and time. You cannot enroll in courses until your appointment time is open. You can, however, seek out advising and plan for enrollment so when your appointment time opens, you can simply move the courses from your shopping cart to fully enrolled courses. Enrollment appointments are available on myUCF in fall and spring. It's a good idea to review the academic calendar each semester and write down important academic dates and deadlines like when enrollment appointments are viewable on myUCF. The academic calendar can be found in your myUCF portal or at the link below.

UCF Academic Calendar

<https://calendar.ucf.edu/2022/summer>

<https://calendar.ucf.edu/2022/fall>

Here's how you can find your enrollment appointment in your myUCF student center.

Click into your “Enrollment Appointment” box to view the semesters that you can enroll in and the days and times you can begin enrollment.

▼ **Enrollment Dates**

Shopping Cart Appointment
Your Shopping Cart for the Spring 2022 Regular Academic Session session is available for use beginning March 8, 2021.

Enrollment Appointment
Click 'details' for your enrollment appointments

[Details ▶](#)

Fall 2022 | Undergraduate | University of Central Florida

[Change Term](#)

Shopping Cart Appointments		
Session	Appointment Begins	Appointment Ends
Regular Academic Session	March 7, 2022 8:00AM	October 28, 2022 11:59PM

Enrollment Appointments	
Appointment Number	Appointment Begins
0005	March 24, 2022 11:00AM

Term Enrollment Limits	
Max Total Units	
	17.00

It's important to note that adding courses to your shopping cart does not enroll you in the courses. You must completely enroll the courses from your shopping cart to the enrollment page. Until you see the green check mark that shows that you have successfully enrolled, you are not enrolled in a course.

You can continue to adjust your schedule online until the **end of the first week of classes** for each term. **Please note that the last day to add/drop/swap a course is the Friday of the first week of the semester.** Don't forget to consult your major advisor when making changes to your schedule. Additionally, you should periodically check your class schedule to ensure that you are still registered for the classes you originally enrolled in.

Advertising/Public Relations BA

This describes the skills, attributes, and aptitude of students looking to launch a career in the widely diverse field of advertising and public relations. After reviewing this material, you'll know what's expected of students in the classroom and the skill set required to enter the profession. Careers in the field are expansive and are best researched doing a simple web search.

Our curriculum is designed to give students entry-level aptitude in these skills:

- **Writing** news material for the media
- **Writing** promotional materials for consumers or specific audiences
- Researching background, demographics, and other relevant data
- Coordinating marketing, promotional, advertising and public relations programs and events
- Working effectively in a team environment and group work

Please read this list over again. Note that the first two core skills center on writing. All surveys of hiring officials in the profession—both in advertising and public relations—clearly identify writing as a crucial skill for those working in the field. Some jobs require you to spend about 85% of your time writing.

Our curriculum places an emphasis on writing skill, and you will have several classes where writing—including the research, analysis, critical thinking, and grammar and writing style—will be the major component of your grade.

So, Advertising/Public Relations (Ad/PR) students are ones who want to write for a living, or like to write, or who at least **find writing an enjoyable part of their educational experience.**

Ad/PR majors also tend to be creative—in the broadest sense of the word. This does not mean they are purely artists or poets, but rather they **enjoy a challenge that requires them to find unique solutions.** They are comfortable dealing with the unknown, trying things for the first time, and get satisfaction from solving problems.

Ad/PR majors are **good jugglers.** They can manage multiple tasks simultaneously. They deal well with changing circumstances and can **adjust quickly.** They also tend to be very **organized,** which helps them manage the tasks and changing circumstances.

Lastly, the professional community looks for recent graduates who are **pro-active self-starters.** This means they want to hire graduates who can be given a project and figure out how to get it done without having their hand held.

Our majors are **passionate,** and immerse themselves willingly in the ideas, work, and process of creating communication programs and welcome the time demands of doing so.

If what is described here sounds like you, we hope you will apply to the Ad/PR major. The profession is filled with opportunity for you, and we are very eager to get you started on the path that will get you there.

Advertising/Public Relations is a Limited Access Major

The Advertising/Public Relations (Ad/PR) BA program is a limited access major. This means that you are declared an **Ad/PR Pending major** until you apply and are accepted to the program. Students must submit an admissions application for faculty review. Applications to the program are accepted three times a year in Summer, Fall, and Spring semesters. Faculty review applications and accept approximately 40 students per semester. **The limited access application can be completed online here <https://communication.ucf.edu/advising/#admissions>.** As an Ad/PR Pending student you will receive messages to your Knights email account reminding you to apply to the major.

- Fall 2022 application deadline - July 1, 2022
- Spring 2023 application deadline - October 1, 2022
- Summer 2023 application deadline - February 1, 2023

Students must meet minimum admissions requirements before submitting an application.

Minimum admission requirements (must meet all four conditions below):

1. Complete a minimum of **30 college credit hours** prior to the admissions deadline
2. Complete **ADV 3008 (Principles of Advertising)** with a "C" grade or better
 - *Students may be enrolled in the course in the semester that they apply. Example: applying for Fall 2022 admission, enrolled in course in Fall 2022*
3. Complete **PUR 4000 (Public Relations)** with a "C" grade or better
 - *Students may be enrolled in the course in the semester that they apply. Example: applying for Fall 2022 admission, enrolled in course in Fall 2022*
4. **Meet grammar proficiency requirement (must meet one condition below)**
 - Complete ENC 1101 (English Composition I) and ENC 1102 (English Composition II) with "B" grades or better **OR**
 - Show proof of qualifying Advanced Placement, IB or CLEP test credit equivalent to ENC 1101 and ENC 1102 **OR**
 - Take and pass the Accuplacer Grammar Proficiency Exam in the UCF Testing Center. Contact <https://academicsuccess.ucf.edu/utc/accuplacer/> for more information. **OR**
 - Take and pass with a "B" grade or better an approved ENC Gordon Rule Writing course

For students who opt to take and pass an approved ENC Gordon Rule Writing course to meet grammar proficiency, please note that you cannot apply to the major until the course is complete and the minimum grade passing grade of a "B" or better is noted on your transcript. This could delay your application to the Ad/PR program.

The following are approved ENC Gordon Rule Writing courses: ENC 3250 (Professional Writing), ENC 3241 (Technical Writing), ENC 3310 (Magazine Writing), ENC 3311 (Essay as Cultural Commentary), ENC 3315 (Argumentative Writing), ENC 4212 (Professional Editing). Please contact NSCM Advising at nassc@ucf.edu for additional information about the grammar proficiency requirement.

Students who meet minimum admissions requirements will be advanced to the competitive review process. The competitive review process consists of a review of college cumulative GPA and an essay administered by the UCF Testing Center.

Students with the top 80 college cumulative GPAs will be invited to write an essay. The cut-off GPA will vary by semester, but usually falls between a 3.0 and a 3.4.

Students who advance to the essay round will schedule the assessment with the UCF Testing Center. The top 40 student essays will receive admissions offers. Once admitted to the Ad/PR program, students will attend a mandatory new major Ad/PR BA orientation and receive a detailed plan of study through graduation. Ad/PR BA students will also be assigned a faculty advisor, who will provide academic and professional guidance through graduation.

What do you do if you don't get accepted to the Ad/PR Major

Applying to a limited access major can be very stressful. While admission is competitive and there is no guarantee that you will be offered a seat, there are things you can do to make yourself a more competitive candidate.

- Apply to the major as soon as you've completed a minimum of 30 college credit hours.
- Enroll in ADV 3008 (Principles of Advertising) and PUR 4000 (Public Relations) in your first semester at UCF as in person courses (when available). While ADV 3008 is usually offered in Summer as a Web course, the Ad/PR faculty strongly encourage students who are serious about the Ad/PR major to enroll in ADV 3008 and PUR 4000 as fully in person courses (when available) in either Spring or Fall, depending on the semester you plan to apply to the major. The content that you learn in these courses will confirm that you are in the right major.
- Maintain a strong GPA. Students who have a minimum 3.0 cumulative GPA have a better chance of being invited to the competitive essay round. If your GPA is close to a 3.0, then don't wait to apply; throw your hat in the ring. You never know what the cut-off GPA might be in the semester you apply.
- Enroll in courses where you can practice your writing. Writing & Rhetoric is the number one minor among Ad/PR majors. Students who are co-enrolled in writing courses during the semester they apply to the Ad/PR major have an advantage when it comes time to write the admissions essay.

Advisor tip: If you don't get accepted to the Ad/PR major your first time around, schedule an appointment with your major advisor by calling (407) 823-2681. Your major advisor will evaluate your academic records and let you know if you are a good candidate to apply to the major a second time.

It is not recommended that transfer students apply to the Ad/PR major more than twice. The list of courses you can take while you are an Ad/PR Pending student is short. Students will eventually run out of courses to take, and wind up putting their education on hold. This will delay your graduation. Instead, consult with a NASSC advisor and consider the following.

- *What do you want to do after you graduate?*
- *What other majors in the Nicholson School of Communication and Media or UCF will help you meet your career goals?*
- *What specific skills do you need to develop for you to meet your career goals?*
- *What types of internships should you consider to help meet your career goals?*

Advertising/Public Relations Degree Requirements

While you are an Ad/PR Pending major, you may enroll in the following lower level and upper-level core courses.

Lower Level Required Core Courses (may be completed while Pending in the major):

- SPC 1608 - Speech (Fundamentals of Oral Communication)
- STA 2014 or STA 2023 - Principles of Statistics or Statistical Methods
- ECO 2013 or ECO 2023 - Macroeconomics or Microeconomics

NOTE: You may have completed these courses at your previous institution. If you did and the course numbers are different, please submit the courses for review through the COS Course Evaluation system. <https://sciences.ucf.edu/cosas/new-returning-students/cos-course-evaluation/>

Upper Level Required Core Courses (may be completed while Pending in the major):

- ADV 3008 - Principles of Advertising - must be enrolled in or completed prior to applying to the major
- PUR 4000 - Public Relations - must be enrolled in or completed prior to applying to the major
- MMC 3200 - Mass Communication Law
- MMC 3630 - Social Media as Mass Communication
- VIC 3001 - Visual Communication

Students will not be permitted to enroll in any of the following limited access courses until they apply and are accepted to the Ad/PR major.

Upper Level Required Core Courses (can only be completed after admitted to the Ad/PR program):

- ADV 3001 - Advertising Strategy
- PUR 3100 - Writing for Public Relations
- PUR 3500 - PR Research
- PUR 4941/ADV 4941 - Internship
- MMC 4411 - Ad/PR Campaigns

Upper-Level External Restricted Electives: (15 credit hours required, choose 5 courses, can only be complete after admitted to the Ad/PR program):

- ADV 4101 - Advertising Copywriting
- ADV 4103 - Radio-TV Advertising
- ADV 4300 - Advertising Media Planning
- PUR 4600 - Public Relations Strategies
- PUR 4014 - Preparing for PR Certification
- PUR 4110C - PR Publications
- PUR 4400 - Crisis Communication
- PUR 4801 - PR Case Studies
- VIC 4312 - Power Branding
- Second Internship - PUR/ADV 4941

Advertising/Public Relations External Elective Requirement

Ad/PR majors are required to complete a minimum 72 credit hours of external electives outside of the disciplines of Ad/PR, Communication, Journalism, and Media Production and Management.

Transfer course work, including courses that were completed as part of an AA degree will count toward the 72 credit hours of external electives. However, most students will have a deficiency in hours and will need to complete the requirement at UCF. The number of external elective credit hours required is unique to each student and should be evaluated by your major advisor. Please email nassc@ucf.edu with questions about external electives.

While the Ad/PR BA does not require a minor to graduate, many students may choose a minor to supplement their major, particularly if they need more than 18 hours of external electives. If you decide to adopt a minor, you must select a minor that is outside of the disciplines of Ad/PR, Communication, Journalism, and Media Production and Management. Again, Film and Digital Media minors are acceptable.

The following is a list of complementary and popular minors.

- Writing & Rhetoric
- Mass Culture and Collective Behavior
- Sociology
- Digital Media
- Cultural Anthropology
- Political Science
- Psychology
- History
- Studio Art
- Business
- Event Management
- Hospitality Management
- Marketing
- Sports Business Management
- Public Administration

To declare a minor on myUCF follow the instructions below. You should also reach out to the academic department that oversees the minor to seek advising specifically for your minor. You can find a complete list of minors in the UCF Undergraduate Catalog (<https://www.ucf.edu/catalog/undergraduate/#/programs>).

Step 1: Log into <https://my.ucf.edu> and navigate to the “Student Self Service”.

Step 2: Select the drop-down menu “other academic” in the upper left-hand corner of your student center. Choose: “Change Major: Request.” (Note, this should be the very first choice in the drop-down menu so you may have to scroll to the top of the drop-down menu).

Step 3: Read the instructions and click on “Next”.

Step 4: Click on “Add” in the minor box.

Step 5: Click on the magnifying glass to select the college of your minor.

Step 6: Click on the magnifying glass to select a specific minor. Click on “Look Up” and choose your minor from the list.

Step 7: Click on “Next” and then press “Submit.”

Foreign Language Proficiency Requirement

As a Bachelor of Arts degree student, the University of Central Florida requires that you complete college-level foreign language to graduate.

You may have completed foreign language in high school. Your high school foreign language qualifies you for admission to UCF, but completion of college-level foreign language qualifies you to graduate from UCF with a Bachelor of Arts degree.

There are several ways to complete the Foreign Language Proficiency requirement:

- Pass up to Elementary II of a foreign language taught within the Department of Modern Languages or the Department of Judaic Studies.
 - **Example: Complete BOTH SPN 1120C (Elementary Spanish I) AND SPN 1121C (Elementary Spanish II).**
- Pass the second semester of a foreign language. If you have some proficiency in a foreign language, but not quite one year worth, you may need to take fewer than two semesters of foreign language to satisfy the foreign language requirement. If you did 2-3 years of foreign language in high school, you may want to skip Elementary I and enroll in Elementary II.
 - **Example: The normal Spanish sequence is SPN 1120C --> SPN 1121C. SPN 1121C is what completes the language requirement.**
- Pass either the CLEP or FLATS test <https://academicsuccess.ucf.edu/utc/>. If you speak a language other than English, this may be a good option for you to complete the requirement.
- Pass up to two semesters (ASL 2140C and ASL 2150C) of college instruction in American Sign Language (ASL). ASL proficiency is met by successful completion of ASL 2150C.

Foreign Language and American Sign Language courses are considered external electives.

Planning a Balanced First Year

Advertising/Public Relations Schedule

As a first year Ad/PR Pending major, you should focus on completing General Education Program (GEP) course work. The two most important GEP courses to complete in your first year are ENC 1101 (English Composition I) and ENC 1102 (English Composition II). Remember, you must earn "B" grades or better in these two courses to meet the grammar proficiency requirement to apply to the Ad/PR program. You should also plan to complete 30 credit hours in your first year at UCF so you can apply to the Ad/PR program in your second year.

Here's a sample plan of study for a first-year Ad/PR Pending major. If you have AP/IB test credit or dual enrollment credit, you may not have to complete certain GEP courses.

Please consult with your College of Sciences advisor for assistance in selecting GEP courses.

Year 1, Semester 1 - Complete 15 credit hours

- GEP 1: ENC 1101 - English Composition I (Required for Ad/PR majors, must earn a B or better)
- GEP 3: SPC 1608 - Fundamentals of Oral Communication (Required for Ad/PR majors)
- GEP 7: Math (Must earn a C- or better)
- GEP 4: Historical/Cultural Foundation - choose Gordon Rule Writing & State Core
- GEP 9: Social Science - choose State Core

Year 1, Semester 2 - Complete 15 credit hours

- GEP 2: ENC 1102 - English Composition II (Required for Ad/PR majors, must earn a B or better)
- GEP 8: STA 2014 - Principles of Statistics (Required for Ad/PR majors) (Must earn a C- or better)
- GEP 5: Historical/Cultural Foundation - choose Gordon Rule Writing & State Core
- GEP 10: ECO 2013 or ECO 2023 - Economics (Required for Ad/PR majors)
- GEP 12: Science - choose State Core

If you completed a significant amount of GEP course work through test credit or dual enrollment, you may enroll in the following upper-level core courses.

Required Core Courses (may be completed while Pending in the major):

- ADV 3008 - Principles of Advertising - must be enrolled in or completed prior to applying to the major, must earn a C or better
- PUR 4000 - Public Relations - must be enrolled in or completed prior to applying to the major, must earn a C or better
- MMC 3200 - Mass Communication Law
- MMC 3630 - Social Media as Mass Communication
- VIC 3001 - Visual Communication

NOTE: You may have completed SPC 1608, STA 2014/2023, and ECO 2013/2023 courses at your previous institution. If you did and the course numbers are different, please submit the courses for review through the COS Course Evaluation system. <https://sciences.ucf.edu/cosas/new-returning-students/cos-course-evaluation/>

Advertising/Public Relations Internships



**YOU'LL WANT
TO BE THERE.**

Advertising/Public Relations students are required to complete at least one 3 credit hour internship. Students who are listed as Ad/PR Pending majors and who have completed ADV 3008 and PUR 4000 may enroll in an internship course.

Internships are designed to provide students with opportunities to gain relevant work experience in a particular career field of their interest. These experiences can be used to help you explore a career field more and determine if it is a good fit for you. Time spent completing an internship is also a great way for students to create or expand their professional network and further develop their knowledge and skills, while getting hands-on learning experience. Internships come in many forms, can be paid or unpaid, and many times lead to permanent employment opportunities post-graduation.

In order to earn credit in the Ad/PR major for an internship, you must enroll in an internship course through the Nicholson School of Communication and Media. This requires completing a form with your employer and faculty internship coordinator. Please contact your major advisor at nassc@ucf.edu or (407) 823-2681 to learn how to enroll your internship.

Every year the **Ad/PR Club at UCF**, hosts **Intern Pursuit**, the largest biannual internship fair at UCF. Intern Pursuit is usually scheduled in October for Spring internship seekers and March for Summer and Fall internship seekers. The event brings more than 150 companies to campus, giving students the opportunity to have one-on-one conversations with potential employers.

Undergraduate Research

Participating in undergraduate research prepares you for life after graduation by expanding your academic experience and giving you the opportunity to work with an Ad/PR faculty member while exploring an academic topic more fully.

There are many benefits to becoming a researcher, including:

1. **Graduate and Professional School:** Undergraduate researchers are more likely to move into graduate programs.
2. **Academic Achievement:** Undergraduate researchers demonstrate higher achievement and are more likely to stay in school.
3. **Career Goals:** Undergraduate research can help you clarify your choice of degree program, career interests, and post-graduation plans.
4. **Transferable Skills:** Undergraduate research strengthens written and oral communication, critical thinking, technical skills, and information literacy.
5. **Community:** Undergraduate research provides opportunities to build a learning community with faculty.
6. **Confidence:** Undergraduate research builds confidence in your abilities within the discipline and improves your overall perception of the discipline.

2 ways that you can get involved with research within the Nicholson School of Communication and Media is through an Independent Research Course and through the Honors Undergraduate Thesis Program through the UCF Burnett Honors College.

Independent Research

Independent Research courses are designed to provide an opportunity for students to complete academic research independently, under the general guidance and direction of an Ad/PR faculty member. These courses present a way for highly motivated students to research a topic of interest that isn't fully explored or does not necessarily fit into the traditional academic curriculum of the declared degree program.

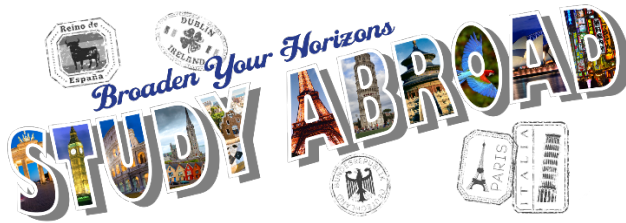
Interested? Contact your major advising office, NASSC, at nassc@ucf.edu or (407) 823-2681.

Honors Undergraduate Thesis Program

The Honors Undergraduate Thesis program is the oldest and most prestigious undergraduate research program at UCF. Through this program students are able to research, write, defend and publish an original undergraduate Honors thesis. The thesis is published through the university library and becomes available to researchers worldwide through electronic databases.

Interested? Contact the Burnett Honors College at <https://honors.ucf.edu/hut/about/>

You can earn credit in your major for completing undergraduate research. Undergraduate research courses count as restricted electives. To receive credit for research, you must enroll the experience as a course. For more information, contact your major advisor at nassc@ucf.edu or (407) 823-2681.



Do you want to travel the world and earn credit your major? Then consider studying abroad.

You can earn up to 12 credit hours of study abroad credit that can be applied to internal, external, and general elective credit in your major.

REASONS TO STUDY ABROAD

- Explore different countries
- Increase intercultural competency
- Earn credit in your major or minor
- Learn or enrich language skills
- It looks great on your resume
- Make life-long friendships
- Become more independent and self-reliant
- Embark on an adventure of a life-time
- Try new food
- Gain a new appreciation for home and family

5 SIMPLE STEPS TO STUDYING ABROAD

1. **Conduct a self-evaluation**
 - Meet with your academic advisor to determine course needs and graduation term
 - Evaluate what funding sources are available to you
2. **Select and apply for a program**
 - Determine what type of program you're looking for
 - Consider location, duration, academics, program type, budget
 - Complete your online application <https://studyabroad.ucf.edu/>
3. **Arrange your finances**
 - Create a budget for your study abroad program and experience
 - Schedule an appointment with the Office of Student Financial Assistance
4. **Get course approvals**
 - Meet with your academic advisor and get your course approval forms completed
 - Submit your completed course approval forms to the Study Abroad Office
5. **Complete pre-departure preparations**
 - Apply for housing
 - Arrange travel logistics (airfare and airport pick-up)
 - Apply for visa (if required)
 - Complete **UCF** Abroad pre-departure orientation

TYPES OF STUDY ABROAD PROGRAMS

Short-Term

These programs offer group travel and are led by **UCF** faculty. Typically ranging in duration from one to eight weeks, these programs are a great option for students who cannot dedicate an entire semester to studying abroad. Because they are shorter in length, they are more cost effective and offer 3 to 6 hours of **UCF** enrolled course credit.

Exchange

Lasting in duration from one to two semesters, exchange programs give students the opportunity to have a longer, more culturally immersive experience while paying **UCF** tuition and using existing financial aid and funding sources. Exchange programs are sponsored by academic departments and colleges, and because of this, courses are **UCF** enrolled and pre-evaluated for use within the major.

The Nicholson School of Communication and Media has exchange partnerships with the following international schools.

- ***University of Canberra - Australia***
- ***Salzburg College - Austria***
- ***Hong Kong Baptist University - China***
- ***Saxion University - Netherlands***
- ***IE University - Spain***
- ***San Jorge University - Spain***
- ***Jonkoping University - Sweden***
- ***Bournemouth University - UK (England)***

Partner Programs

These programs are offered through organizations outside of **UCF** to broaden the spectrum of opportunities for students. Programs are available in every major and discipline and in many countries around the world. Since costs and opportunities vary greatly, partner programs allow students to customize their experience to get the “best fit” for them.

Internships

Gain valuable experience and become more culturally aware by completing an international internship. There are many internship programs that specialize in placing students in a company or organization that best matches their major, career interests and experience. Many internships may be completed for credit in the major.

HOW TO FINANCE STUDY ABROAD

Studying abroad requires *careful financial planning*. You are advised to select a program that best meets your anticipated available funding. Factors such as program duration, location and the number of courses taken can increase or decrease the cost of your experience. Remember that financial aid may be applicable to your study abroad experience. Additionally, scholarships that are study abroad specific and general use are available and can be used toward the cost of participation. The Nicholson School of Communication and Media awards up to six study abroad scholarships each year.

Advertising/Public Relations Clubs & Organizations

No matter what your interests are, there are numerous organizations and activities to participate in on campus. Whether you're looking to explore a new interest, grow your passion or find a group that will help you advance your career, getting involved at UCF has plenty of benefits. Here are a few student clubs and organizations that are specifically for Ad/PR majors.

Ad/PR Club - Quotes

Faculty Advisor: Ms. Lindsay Hudock

Website: <https://quotesucf.com/>

Facebook: QuotesUCF

Instagram: @QuotesUCF

Quotes chapter of the Florida Public Relations Association and is also the largest chapter of FPRA in the state. Quotes connects UCF students with professional mentors in the community in both advertising and public relations.

National Communication Association

Faculty Advisor: Dr. Michelle Dusseau

Email: michelle.dusseau@ucf.edu

The National Communication Association advances communication as the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific and aesthetic inquiry.

Zeta Phi Eta

Faculty Advisor: Ms. Lindsay Hudock

Facebook: Zeta Phi Eta at UCF

Instagram: @zetaphietaucf

Zeta Phi Eta is a coed professional communication fraternity open to all undergraduate students studying communication. The fraternity is designed to not only assist communication students in their pursuit of success, but to unite them under the principles of brotherhood, scholarship, and professionalism.

Lambda Pi Eta - Communication Honor Society

Faculty Advisor: Ms. Shari Hodgson

Facebook: Lambda Pi Eta at UCF

Lambda Pi Eta is the honor society of the National Communication Association. The purposes of Lambda Pi Eta are to recognize, foster and reward outstanding scholastic achievement in communication studies, to stimulate interest in the field of communication, to promote and encourage

professional development among communication majors, and to provide an opportunity to discuss and exchange ideas in the field of communication.

UCF Debate

Faculty Advisor: Mr. Jonathan Conway

Facebook: UCF Debate

Intercollegiate debate program, open to any undergraduate student enrolled in the university. UCF Debate is a nationally competitive team policy debate program that competes on the annual national topic.

UCF Speech

Faculty Advisor: Mr. Jonathan Conway

Facebook: UCF Speech Team

Intercollegiate speech (forensics) and parliamentary debate program, open to any undergraduate student enrolled in the university. Students are eligible to qualify for the major intercollegiate national tournaments for competitive speaking.

Course Modalities and Attributes at UCF

There are several types of courses offered at UCF, referred to as course “instructional modes” or “course modality.” The course description includes a modality field which will identify the type of course. In addition, “course attributes” indicate whether or not students will be expected to participate in regularly scheduled online meetings.

Course Modalities include:

- **P** – Face-to-Face
- **W** – Web-based
- **V** – Video
- **M** – Mixed Mode, FLEX and LIVE
 - **Mixed Mode FLEX** - on-campus meeting with online instruction delivered through flexible, asynchronous elements in Webcourses
 - **Mixed Mode LIVE** - on-campus meeting with online instruction that is delivered through live, regularly scheduled video class meetings. With this attribute you will still meet on campus as a regular mixed mode course however on the days you do not to meet on campus you will meet online through synchronous online instruction (Zoom in Webcourses).
- **RS** – Limited Attendance

Course Attributes:

Course attributes add additional information to help students make the most informed decision when selecting classes. They describe how the course is delivered and how students will be expected to participate. Attributes are included in the course details returned by the search tool in my.ucf.edu.

Search for Classes

Class Detail

ENC 3330 - 0M01 Rhetorical Traditions
University of Central Florida | Spring 2021 | Lecture

Class Details

Status	Open	Course ID	045030
Class Number	11470	Career	Undergraduate
Session	Regular Academic Session	Dates	1/11/2021 - 5/4/2021
Units	3 units	Grading	ABCD
Instruction Mode	Mixed Mode/ReducedSeatTime (M)	Location	Main Campus (Orlando)
Class Components	Lecture Required	Campus	Main Campus

Meeting Information

Days & Times	Room	Instructor	Meeting Dates
MoWe 1:30PM - 2:20PM	NSC O 110		01/11/2021 - 05/04/2021

Enrollment Information

Enrollment Requirements PR for ENC3330 is a grade of 'C' or better in ENC1102.

Class Attributes Gordon Rule Writing
Live, online class meetings

Class Availability

Class Capacity	25	Wait List Capacity	500
Enrollment Total	18	Wait List Total	0
Available Seats	7		

Notes

Class Notes Substitutes WWW for some class time; requires Internet access, browser, and E-mail skills.

Description

*ENC 3330 CAH-WRITE 3(3,0)
Rhetorical Traditions: PR: Grade of "C" (2.0) or better required in ENC 1102. Examines the roots of rhetoric and the evolution of its theoretical, pedagogical and civic tradition. Even Spring.*

[View Search Results](#)

To learn more about course modalities and attributes, visit <https://cdl.ucf.edu/support/student/modalities/>.

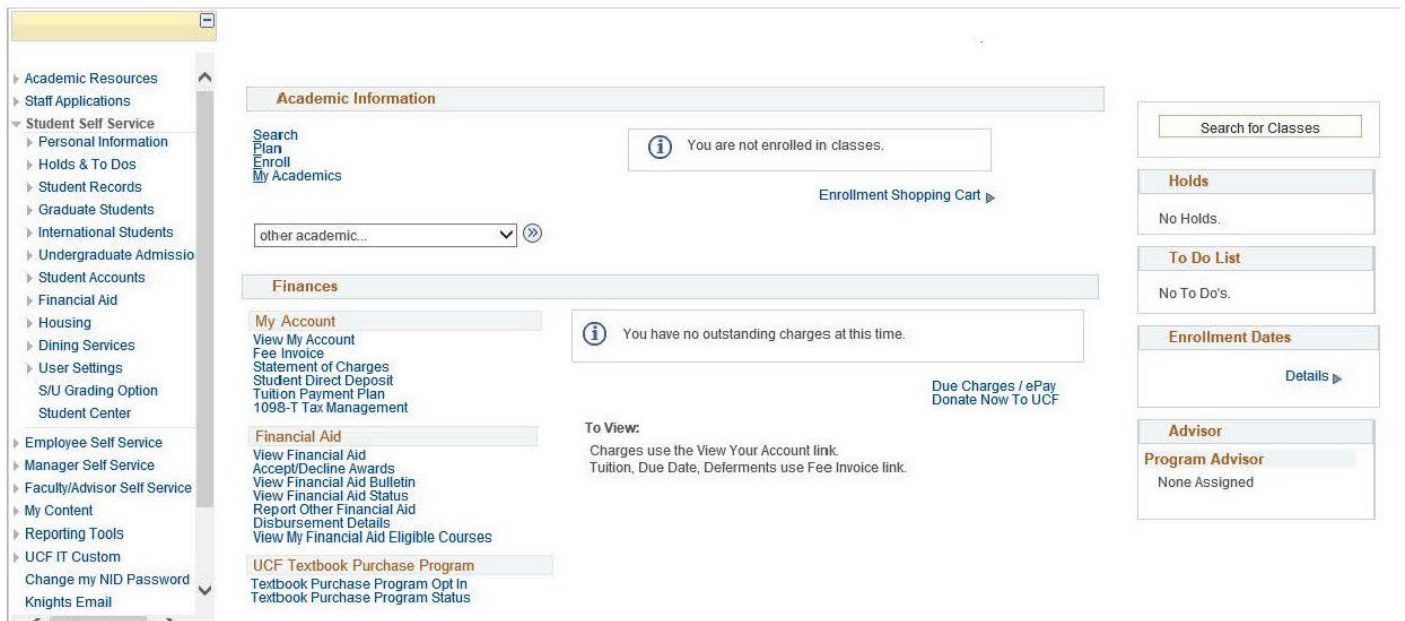
How to Remove Holds Before Your Orientation Day

Holds may be placed on your record for various reasons including failure to turn in the appropriate Undergraduate Admissions paperwork, Orientation verification required, Health Immunizations required, parking fines, advising required, Financial Aid documents required, International Student documents required, as well as failure to pay a university debt.

If you have a Hold on your record, it will prevent you from registering for UCF courses.

To check if you have Holds and to resolve them follow these instructions in myUCF.

1. Visit the **myUCF Portal** (my.ucf.edu) and select **Student Self Service**.
2. Select **Holds** from the right column to visit your list of current holds.
3. Select **Holds** from the right column to visit your list of current holds.
4. Select the hold you wish to view. **Click on the highlighted name** of the hold to display the hold details.
5. Follow the instructions to resolve your hold.



Your Holds

Hold Item	Amount	Institution	Start Term	End Term	Start Date	End Date	Department
HOLD-Graduate Studies		USD University of Central Florida	Begin Term - Svc Indicatr Use		01/27/2009		GRADUATE STUDIES

go to ...

HOLD-Graduate Studies

Reason and Contact

Description: University of Central Florida
Start Term: Begin Term - Svc Indicatr Use
Start Date: 01/27/2009
Reason: HOLD for 9 Hour (Non-Degree)
Department: GRADUATE STUDIES
Contact:

Instructions

HOLD on Non-degree students: only nine graduate hours may be transferred into a graduate degree program. Students should contact the College of Graduate Studies at 407/823-2766 for more information.

Here is a list of common Holds and what department you need to contact to address the issue.

- **Orientation** - UCF First Year Experience <https://orientation.ucf.edu/>
- **Health Immunizations** - UCF Student Health Services <https://studenthealth.ucf.edu/immunizations>
- **Admissions** - UCF Undergraduate Admissions <https://www.ucf.edu/admissions/undergraduate/>
- **International Students** - UCF Global <https://global.ucf.edu/international-students-scholars-and-professionals/prospective/>
- **Conduct** - Office of Student Conduct <https://scai.sdes.ucf.edu/>

Final Tips from your Nicholson School of Communication and Media Advisor

Your time at UCF is finite, so make the most of it. You are in control of your destiny, so make good decisions. Be proactive. Remember, you are your best advocate. UCF is a big place, but your major is highly selective, professionally focused, and thrives on the network that you cultivate. Manage your brand carefully.

Here's a few tips...

- Be your best advocate.
- Get to know and contact your academic advisors early and often.
- Check your Knights email daily.
- Log in to myUCF weekly.
- Log in to Webcourses daily.
- Review your degree audit each semester.
- Make note of important deadlines in the UCF academic calendar.
- Be aware of your campus resources and use them.
- Learn how to use advising technologies like my.ucf.edu, myKnight audit, UCF academic calendar, UCF catalog, and mySchedule Builder.
- Create a clear plan to graduation and review the plan regularly with your advisor.
- Register for courses on time
 - **October – enroll in Spring courses**
 - **March – enroll in Summer and Fall courses**
- Plan to do more than one internship.
- Join professional clubs and associations.
- Apply for Nicholson scholarships via A2O in Fall and Spring.
- If you need help, don't bury your head in the sand. Contact your advisor immediately to discuss a plan to get back on track.