

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

## **Accelerated B.S. in Advertising and M.A. in Mass Communications with a concentration in Strategic Communication Management**

### **Description**

This program allows undergraduate students majoring in Advertising (Muma College of Business) to take graduate courses in the Mass Communications with a concentration in Strategic Communication Management (College of Arts and Sciences) program during their senior year. These shared credits will be applicable to the M.A. degree, thus accelerating the time to completion, with successful students able to earn the M.A. degree in two additional semesters beyond the completion of the B.S. degree.

This accelerated program shares 12 credits between already existing degrees/concentrations:

B.S. in Advertising

M.A. in Mass Communications with a concentration in Strategic Communication Management

### **Target Students and Expected Outcomes**

This highly competitive program is the result of collaboration between the Department of Marketing in the Muma College of Business and the Zimmerman School of Advertising and Mass Communications in the College of Arts and Sciences. The integrated B.S./M.A. curriculum is designed to provide eligible students the undergraduate coursework necessary to complete a specialized program of study in advertising management at the graduate level. Graduates of this distinctive program will be prepared to take on leading communication management positions in an evolving business and media environment.

### **Admission Requirements**

For admission to the program, a student must:

1. have completed at least 15 hours in the Advertising undergraduate major;
2. have a minimum undergraduate 3.33 GPA overall; and
3. have a minimum undergraduate 3.5 GPA in the major.

To apply for admission, send a letter to the Director of the Advertising Program, within the Zimmerman School of Advertising and Mass Communications stating your qualifications and desire to enter the program. Students may also be nominated by faculty in the Department of Marketing or Zimmerman School of Advertising and Mass Communications.

### **Timeline and Benchmarks:**

1. To be considered for acceptance into the Accelerated B.S. Advertising/M.A. in Mass Communications in the Zimmerman School of Advertising and Mass Communications, students must have completed a minimum of 15 credits in the Advertising undergraduate major.
2. Students must have a minimum undergraduate GPA of 3.33 overall, and a minimum GPA of 3.50 in the major to be eligible for the accelerated degree program.
3. Following completion of a minimum of 15 hours in the undergraduate major, students may be considered for acceptance into the accelerated program through faculty nomination or student self-nomination, via submission of an *Accelerated Program Application Form*. Both B.S. and M.A. programs will review the applications and approve the nominations. All applications require the approval of the Zimmerman School of Advertising and Mass Communications Graduate Program, the College of Arts and Sciences, and the USF Graduate School.
4. To be promoted to graduate status, students must meet all admission requirements of the M.A. in Strategic Communication Management in the Zimmerman School of Advertising and Mass Communications. Specifically, the following materials must be submitted with the *Accelerated Program Application Form*:
  - Statement of intent (a personal statement about why the student wishes to apply for the program);
  - Undergraduate transcripts;
  - Three letters of recommendation;
  - GRE scores (GRE should be taken before or during the third year of study).
5. Students must earn a minimum of a "B" (3.00) in all graduate courses. Failure to earn at least a "B" in a graduate course will result in academic review by the graduate program. Failure to maintain a minimum 3.0 GPA will result in academic probation, according to the procedures of the USF Office of Graduate Studies.

### **Shared Courses (12 credit hours)**

Twelve (12) credit hours of graduate coursework can be taken in place of six (6) credit hours required for the Advertising Major and six (6) credit hours of Required Business Electives, as follows:

ADV 4600 Advertising Management

Satisfied by PUR 6607 Strategic Communication Management

ADV 4800 Advertising Campaigns

# MUMA COLLEGE OF BUSINESS

---

## UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

---

Satisfied by PUR 6603 Strategic Communication Campaigns  
ADV 4940 Advertising Practicum  
Satisfied by MMC 6945 Mass Communications Professional Practicum  
MAR 4933 Selected Topics in Marketing: Social Media Applications  
Satisfied by MAR 6936 Selected Topics in Marketing: Social Media Applications

### **Undergraduate Degree Requirements for the B.S. in Advertising (43 credit hours)**

**\*Please see Undergraduate Catalog for major-specific requirements**

#### **Required Supporting Courses for the Major (6 credit hours):**

The following courses are prerequisite and supporting courses for this major. They are required for the major, but are not counted in the total hours for this major. The degree will not be awarded if these courses have not been taken by the end of the student's final semester.

MMC 2100 Writing for the Mass Media  
MMC 3602 Mass Communications and Society

#### **Major Core (26 credit hours)**

##### **Required Courses for Advertising major (26 credit hours):**

ADV 3008 Introduction to Advertising  
ADV 3101 Advertising Creativity  
ADV 3300 Advertising Media Strategy  
ADV 4600 Advertising Management  
ADV 4800 Advertising Campaigns  
ADV 4940 Advertising Practicum  
MAR 3613 Marketing Research  
MMC 4936 Selected Topics in Mass Communications Studies  
MAR 4503 Buyer Behavior

#### **Major Electives (17 credit hours)**

##### **Required Business Electives (17 credit hours):**

CGS 2100 Computers in Business  
MAR 3823 Marketing Management  
MAR 4933 Selected Topics in Marketing  
MAR XXXX Upper-Level Marketing Elective  
MAR 3400 Professional Selling  
MAR 3711 Sports Marketing  
MAR 4156 International Marketing  
MAR 4213 Logistics and Physical Distribution Management  
MAR 4231 Retailing Management  
MAR 4333 Promotion Management  
MAR 4403 Sales Management  
MAR 4453 Business to Business Marketing  
MAR 4712 Healthcare Marketing  
MAR 4824 Marketing Management Problems

##### **Required Non-Business Electives (5 credit hours):**

GEB 2935 Selected Topics in Business: Speaker Series  
SLS 2901 Academic Foundations Seminar

#### **Shared Courses (12 credit hours)**

Twelve (12) credit hours of graduate coursework can be taken in place of six (6) credit hours required for the Advertising Major and six (6) credit hours of Required Business Electives, as follows:

ADV 4600 Advertising Management  
Satisfied by PUR 6607 Strategic Communication Management  
ADV 4800 Advertising Campaigns  
Satisfied by PUR 6603 Strategic Communication Campaigns  
ADV 4940 Advertising Practicum  
Satisfied by MMC 6945 Mass Communications Professional Practicum  
MAR 4933 Selected Topics in Marketing: Social Media Applications  
Satisfied by MAR 6936 Selected Topics in Marketing: Social Media Applications

# MUMA COLLEGE OF BUSINESS

---

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

---

## **Graduate Degree Requirements for the M.A. in Mass Communications with a concentration in Strategic Communication Management (39 credit hours)**

**\*Please see Graduate Catalog for major-specific requirements**

### **Major Core (12 credit hours)**

MMC 6400 Mass Communication Theory  
MMC 6447 Quantitative Research Methods in Mass Communications  
MMC 6448 Qualitative Research Methods in Mass Communications  
MMC 6920 Introductory Mass Communications Seminar

### **Concentration Core (15 credit hours)**

MMC 6415 Strategic Communication Media  
MMC 6418 Strategic Message Design  
PUR 5505 Introduction to Strategic Communication Theory and Research  
PUR 6603 Strategic Communication Campaigns  
PUR 6607 Strategic Communication Management

### **Outside Requirement (3 credit hours)**

A course in organizational communication, management, or leadership

### **Thesis or Applied Research Project Requirement (6 credit hours)**

The applied research project will serve as an integrative experience for students to bring together all they have learned during their five years at USF. Students will be paired with clients in Tampa and within the state of Florida to solve real-world research problems. With the guidance of a faculty advisor, students will plan, conduct, and present research to their client and the graduate faculty within the Zimmerman School of Advertising and Mass Communications. (MMC 6950 – Applied Research Project)

### **Mass Communications or Other Elective (3 credit hours)**

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

## **Accelerated B.S. in Business Analytics and Information Systems and M.S. in Business Analytics and Information Systems**

### **Description**

The goal of the USF Muma College of Business accelerated program in Business Analytics and Information Systems is to provide outstanding undergraduate students an option to complete the B.S. in Business Analytics and Information Systems and the M.S. in Business Analytics and Information Systems in **five years** (141 total hours).

The integrated B.S./M.S. in Business Analytics and Information Systems program is a 141-hour accelerated option that allows eligible students to work towards the M.S. degree requirements while completing their undergraduate degree. Students interested in this option will work closely with an advisor and a faculty member to develop an integrated plan of study.

This accelerated program shares 12 credits between already existing degrees/concentrations:

- B.S. in Business Analytics and Information Systems
- M.S. in Business Analytics and Information Systems

### **General Guidelines**

- **Time of admission to the program:** Students will be eligible for admission to the integrated degree program at the beginning of their senior year. Students must apply for admission consideration during their junior year. Students will start taking courses in the graduate program in their senior year.
- **Joint admission:** Students must apply to and meet admission requirements of the M.S. in BAI graduate program.
- **Plan of study:** In consultation with an advisor and a faculty member, students will be required to prepare a Graduate Degree Action Plan.
- **Degree Action Plan.** The plan will cover the entire time period of the program and it will be periodically reviewed with an advisor.
- **Advising:** Students will present their portfolio (see below for details) and a plan of study in person to the integrated program committee prior to being admitted to the program.
- **Tuition charges:** Students will be required to pay graduate tuition rates when taking graduate courses.

### **Admission Requirements**

1. Students with at least a junior standing in their undergraduate degree program may apply for admission consideration into the integrated B.S./M.S. undergraduate/graduate program. Students will submit an *Accelerated Program Interest Form* that must be signed by the Graduate Program.
2. Students must have a minimum 3.25 GPA.
3. Interested students will be required to present a "Portfolio" of the following credentials:
  - Three letters of recommendation, at least two from faculty
  - Statement of intent—a personal statement about why the student wishes to apply for the integrated program.
  - Undergraduate transcripts.
  - Other supporting documents {e.g., projects and papers, software, work experience, internships, etc.) should be included where possible.
4. The GMAT or GRE should be taken sometime before or during the Fall semester of the junior year of study.
5. All applicants will need to meet **any other admission requirements established** for the M.S. in BAI program.
6. The application to the integrated program will be considered as a complete package and therefore obtaining a high undergraduate GPA is not a guarantee of admission. Grades in the undergraduate BAIS core courses will be taken in consideration and will have a significant impact on the M.S./BAI acceptance decision.

### **Shared Courses (12 credit hours)**

Students may take the following 12 credit hours of graduate coursework to count toward the undergraduate major:  
ISM 6436 Operations & Supply Chain Processes

Satisfies ISM 3431 Operations and Supply Chain Processes

Nine (9) credit hours of graduate coursework can be taken in place of the nine (9) credit hours of undergraduate elective coursework.

The student must earn a minimum grade of B in each graduate course to be counted for both degrees.

The student must earn a minimum grade of B in each graduate course to be counted for both degrees.

The following courses are suggested specialization elective courses and are cross-listed between the graduate and undergraduate catalogs:

- ISM 6145 Seminar in Software Testing

# MUMA COLLEGE OF BUSINESS

---

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

---

- ISM 4432 Software Testing
- ISM 6156 Enterprise Resource Planning and Business Process Management
  - ISM 4153 Information Systems in Organizations
- ISM 6328 Information Security and Risk Management
  - ISM 4323 Information Security and IT Risk Management
- ISM 6316 Project Management
  - ISM 4314 Project Management

## **Undergraduate Degree Requirements for the B.S. in Business Analytics and Information Systems (24 credit hours)**

**\*Please see Undergraduate Catalog for major-specific requirements**

### **Major Core (15 credit hours)**

- ISM 3113 Systems Analysis and Design\*
- ISM 3232 Business Application Development\*
- ISM 4212 Database Design and Administration
- ISM 4402 Business Intelligence or ISM 4220 Business Data Communications\*\*
- ISM 4300 Managing Information Resources

### **Major Electives (9 credit hours)**

Students must choose nine (9) credit hours of coursework from the following list:

- ISM 4041 Global Cyber Ethics
- ISM 4141 Web Application Development/Java
- ISM 4153 Enterprise Resource Planning Systems
- ISM 4220 Business Data Communications\*\*
- ISM 4234 Object-Oriented Design and Development
- ISM 4252 Mainframe Technologies
- ISM 4314 Project Management
- ISM 4323 Information Security and IT Risk Management
- ISM 4381 Information Systems for Healthcare Analytics
- ISM 4382 Global Information Systems
- ISM 4402 Business Intelligence\*\*
- ISM 4432 Software Testing
- ISM 4480 Electronic Commerce Systems
- ISM 4542 Statistical Programming for Business Analytics
- ISM 4571 Cybersecurity Cases
- ISM 4930 Selected Topics in MIS
- ISM 4940 Business Analytics and Information Systems Internship
- MAN 4505 Healthcare Operations Management

### **Shared Courses (12 credit hours)**

Students may take the following 12 credit hours of graduate coursework to count toward the undergraduate major:

- ISM 6436 Operations & Supply Chain Processes
- Satisfies ISM 3431 Operations and Supply Chain Processes

Nine (9) credit hours of graduate coursework can be taken in place of the nine (9) credit hours of undergraduate elective coursework.

The student must earn a minimum grade of B in each graduate course to be counted for both degrees.

The following courses are suggested specialization elective courses and are cross-listed between the graduate and undergraduate catalogs:

- ISM 6145 Seminar in Software Testing
  - ISM 4432 Software Testing
- ISM 6156 Enterprise Resource Planning and Business Process Management
  - ISM 4153 Information Systems in Organizations
- ISM 6328 Information Security and Risk Management
  - ISM 4323 Information Security and IT Risk Management
- ISM 6316 Project Management
  - ISM 4314 Project Management

## **Graduate Degree Requirements for the M.S. in Business Analytics and Information Systems (33 credit hours)**

**\*Please see Graduate Catalog for major-specific requirements**

# MUMA COLLEGE OF BUSINESS

UNIVERSITY OF SOUTH FLORIDA 2017-2018 UNDERGRADUATE CATALOG

---

## **Major Core (12 credit hours)**

ISM 6124 Advanced Systems Analysis and Design  
ISM 6218 Advanced Database Management  
ISM 6225 Distributed Information Systems  
ISM 6436 Operations and Supply Chain Processes

## **Capstone Course (3 credit hours)**

ISM 6155 Enterprise Information Systems Management

## **Major Electives (18 credit hours)**

Up to eighteen (18) credit hours may be selected from additional Information Systems courses or (with prior approval by the academic advisor) other areas of specialization such as Management, Decision Sciences, Computer Science, Logistics, etc. Existing course offerings:

ISM 6124 Advanced Systems Analysis and Design  
ISM 6266 Software Architecture  
ISM 6145 Seminar on Software Testing  
ISM 6155 Enterprise Information Systems Management  
ISM 6218 Advanced Database Management  
ISM 6225 Distributed Information Systems  
ISM 6305 Managing the Information System Function  
ISM 6442 International Aspects of Information Science  
ISM 6405 Information and Business Intelligence  
ISM 6485 Electronic Commerce  
ISM 6905 Independent Study  
ISM 6930 Selected Topics in Management Information Systems  
ISM 6316 Project Management  
ISM 6136 Data Mining  
ISM 6208 Data Warehousing  
ISM 6056 Web Application Development  
ISM 6156 Enterprise Resource Planning & Business Process Management  
ISM 6328 Information Security and Risk Management

In addition, the following Special Topics are being offered:

ISM 6930 Selected Topics: Multimedia Applications  
ISM 6930 Selected Topics: Mainframe Technologies  
ISM 6137 Statistical Data Mining

## **Thesis Option – 6 hours**

The master's thesis option requires six credits of ISM 6971, which count as six of the 18 BAIS elective credits. The thesis must make a well - defined contribution to the research and development in an area of Information Systems.  
ISM 6971 Thesis: Masters

## **Practicum Option – 1-6 hours credit**

The practicum option requires an investigation of a new information technology artifact. The project typically occurs in the student's place of employment and is jointly supervised by a Faculty member and a manager in the company. One credit of ISM 6905 would be taken for each semester that the student works on a project. The practicum would count for one to six credit hours of the 18 hours of BAIS electives.

## **Research/Project Option – 1-3 credit hours**

The research/project option requires working on a BAIS related project that involves research or community engagement. The project is supervised by a faculty member. One to two credits of ISM 6905 would be taken for each semester that the student works on a project. The research/project option would count for one to three credit hours of the 18 hours of BAIS electives.

## **Comprehensive Exam**

In lieu of a comprehensive exam, assessments comprising the capstone course (ISM 6155 fulfill the requirements for the comprehensive assessment in the program.