

EARN A BACHELOR'S DEGREE IN

Business

Advertising

Potential career paths include: Advertising or marketing communications director, account manager, account executive, client services manager, brand manager, marketing manager, communications manager, strategist, marketing insights and analytics manager, brand research manager, consumer research manager, category research analyst

Why Study Business Advertising at USF?

Interdisciplinary Degree

Students in the Zimmerman Advertising Program (ZAP) follow a four-year degree path unlike any other with a core of courses from advertising, business and marketing, from both the College of Arts & Sciences and the Muma College of Business.

ZAP combines strategic problem-solving, the foundations of business like finance and accounting, and the intricacies of marketing research and data analytics, with the creative thinking at the heart of advertising and marketing communications.

Career-centric Focus

From the first year, students are encouraged to visualize the endgame as professionals. They begin as freshmen working on executive business skills, improvisation, leadership, etiquette, networking, and teamwork.

Study Alongside a Like-Minded Cohort

ZAP students score at the top of all students admitted to USF on entrance exams, have an impressive mix of classes and extracurricular arts, athletics or entrepreneurial endeavors.



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business



For more info, visit usf.to/advertising

What sets the Muma College of Business apart?

Power-skills certified. Hard skills can get you hired, but you'll need strong skills in communications, time management and building relationships to lead. USF's Bellini Center for Talent Development integrates employer-led workshops into your core business courses, so you can graduate with a certificate in these skills. To learn more, visit usf.to/BusinessTalent.

Find your people. Enjoy the advantages of a large university, while belonging to your own tight-knit community within the college through student organizations and special programs for business students.

- Freshmen starting in the fall become a part of the **Bulls Business Network** with early admission to the business college with special registration and advising opportunities. These students may also join one of our living-learning residence hall programs, the **Bulls Business Community** or the **Zimmerman Advertising Program**. All Zimmerman Advertising Program students study abroad and have the opportunity to earn a master's degree with one additional year. Visit usf.to/bbn for additional details.
- USF is home to the state's first and only **Business Honors Program**, affiliated with the Judy Genshaft Honors College, which blends rigorous coursework and research activities with special residential, service, international and applied learning activities. Participants live on either the St. Petersburg or Tampa campus for one year and must meet additional admission requirements upon entering as a freshman. Learn more at usf.to/bhp.
- **The Corporate Mentor Program**, based on the Tampa campus, pairs first-generation college students with a mentor who shares tips and guidance for a smooth transition from student to professional life. Students meet monthly with a management-level professional for first-hand insight into the corporate world, and become eligible for over \$100,000 in scholarships awarded each year. Visit usf.to/cmp for more information.

LEARN MORE usf.to/MumaUndergrad



Admission Requirements

The Muma College of Business has additional admission requirements to enroll in major level courses. Students interested in pursuing a degree in majors offered by the Muma College of Business must complete the required state-mandated prerequisites listed at usf.to/MumaUndergrad.

How to Apply

Apply early! Admissions decisions are made on a rolling basis beginning in late fall as applications are completed and all supporting documents are received. You may apply as early as August of your high school senior year. Freshman applications are considered for the spring, summer and fall semesters. Apply online at usf.edu/admissions.

Financial Aid

With more than 175 different scholarships available exclusively for business majors, the USF Muma College of Business is proud to award over \$1 million in scholarships each year. For more information, visit usf.to/financial. For additional financial aid options, visit the USF office of Financial Aid website at usf.edu/financial.

APPLY TODAY usf.edu/admissions