

ADVERTISING, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Program Requirements

To earn an undergraduate certificate in Advertising, a minimum of 12 credits is required.

Code	Title	Credits
Prescribed Courses		
COMM 315	Applications for Media Writing	3
COMM 320	Introduction to Advertising	3
COMM 421W	Advertising Creative Strategies	3
COMM 422	Advertising Media Planning	3
or COMM 424	Advertising Campaigns	