

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 | |