

Advertising and Design Certificate

Certificate Requirements

Minimum Required Credits: 12

Code	Title	Credits
Required Courses		
COMM 375	Principles of Strategic Communication	3
COMM 476	Advertising Campaign Practicum	3
Content Topics/Electives		6
Art		
ART 385	Advanced Topics in Graphic Design	
Business		
ENTR 201	Introduction to Entrepreneurship	
ENTR 301	Entrepreneurship Toolbox I	
MRKT 320	Foundations of Marketing	
MRKT 420	Advertising and Integrated Marketing Communication	
MRKT 465	Digital Marketing	
Communication		
COMM 376	Advertising Creative Strategies	
COMM 377	Media Planning	
COMM 470	Research for Strategic Communication	
English		
ENGL 229	Introduction to Creative Writing	
ENGL 322	Writing and the Creative Process	
ENGL 449	Usability and User Experience	
Retail		
ADHM 171	Fashion Dynamics	
ADHM 371	Fashion Trend Analysis and Forecasting	
ADHM 372	Global Retailing	
ADHM 373	Visual Merchandising and Promotion	
ADHM 425	Experiential Retailing	
Total Credits		12

Program Notes:

- Students are required to take at least 6 credits outside of their major if their major is represented in the course offerings; at this time communication students are the only students affected by this requirement.
- The target market majors for this certificate are in Communication, Visual Art/Design, Business, English and Apparel Retail Merchandising and Design.