

Program Change Proposal

Date Submitted: 09/30/13 2:03 pm

TDMS-UC1: Certificate Program in Advertising

Certificate Program in Advertising

A student may receive the Certificate in Advertising by completing 15 hours of selected course work and 3 hours of a practicum or an internship from the following list of courses. A GPA in courses for the certificate must be 2.0 or better, and nine of the 18 hours must be taken at UMSL. Courses may not be taken on a satisfactory/unsatisfactory basis.

The following course is required:		
ST ART 2100	Advertising Art Fundamentals	3
Select 4 Courses from the following list of electives:		12
MEDIA ST 1100	Introduction To Advertising	
MEDIA ST 2080	Advertising Copywriting	
MEDIA ST 2090	Creative Advertising	
MEDIA ST 2211	Introduction To Digital Multimedia Production	
MEDIA ST 2220	Promotion Essentials	
MEDIA ST 2222	Convergence and Digital Media	
MEDIA ST 3025	Current Issues in Advertising	
MEDIA ST 3030	Advertising and Social Media	
MEDIA ST 3334	Advertising Media Planning	
MEDIA ST 3338	Advertising Technique	
MEDIA ST 3355	Media Law And Regulation	
MEDIA ST 3500	Advanced Advertising Seminar	
MEDIA ST 3505	Field Experience in Advertising	
MKTG 3700	Basic Marketing	
MKTG 3721	Introduction to Digital Marketing Strategies	
Select one of the following:		3
MEDIA ST 2095	Practicum In Advertising (Equals a minimum of 3 cr. hrs.) ¹	
MEDIA ST 3395	Internship In Advertising (Equals a minimum of 3 cr. hrs.) ¹	
Total Hours		18

¹ NOTE: Students may take [MEDIA ST 2095](#) OR [MEDIA ST 3395](#), but they must take either 150 hours of Practicum or 150 hours of Internship. Practicums or Internships must be arranged in advance and are required for all students.

Sign-offs from other departments affected by this proposal

Department	Contact Person	Phone #	Objections
S006300	Haim Mano	314-516-6265	No

Rationale

A course devoted to digital media marketing is essential to the certificate as the advertising landscape includes traditional, non-traditional, and digital formats. As of April 2013, digital media revenues out-performed other outlets.