

Certificate in Advertising

Certificate ~~Program~~ in Advertising

The Certificate in Advertising provides students with a grounded approach to the theory and practice of professional advertising. Using classic and modern techniques, students explore and implement strategies designed to influence and persuade target audiences. With an emphasis on media-rich environments, students will develop a repertoire of skills needed to be successful in the industry.

~~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 the 18 hours must be taken at UMSL. Courses may not be taken on a satisfactory/unsatisfactory basis.~~ The Certificate in Advertising is comprised of 21 hours of coursework. At least 12 of the hours must be completed at UMSL. Students must earn at least a B in any course applied to certificate.

~~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.)[±]	
— MEDIA ST 3395	Internship In Advertising (Equals a minimum of 3 cr. hrs.)[±]	
Total Hours		18

[±] ~~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.~~

Required Courses

MEDIA ST 1100	Introduction To Advertising	3
MEDIA ST 2080	Advertising Copywriting	3
MEDIA ST 3334	Advertising Media Planning	3
MEDIA ST 2095	Practicum In Advertising	1-3
or MEDIA ST 3395	Internship In Advertising	
or MEDIA ST 3505	Field Experience in Advertising	

The remaining hours of the certificate are comprised of electives chosen from an approved list of courses. If a student wishes to apply a course to the certificate that is not currently in the list of approved electives, he or she may request that the Certificate Coordinator evaluate the course for future consideration. If the Certificate Coordinator deems the course an acceptable alternative, it may be substituted for one of the approved electives.

Approved Electives

ST ART 2100	Advertising Art Fundamentals	3
MEDIA ST 2220	Promotion Essentials	3
MEDIA ST 2222	Convergence and Digital Media	3
MEDIA ST 3025	Current Issues in Advertising	3
MEDIA ST 3030	Advertising and Social Media	3
MEDIA ST 3355	Media Law And Regulation	3
MEDIA ST 3500	Advanced Advertising Seminar	3
MKTG 3700	Basic Marketing	3
MKTG 3721	Introduction to Digital Marketing Strategies	3

Rationale

The revisions provide a coherent structure to insure that students who complete the advertising certificate will have a consistent range of knowledge and skills. Core competencies and experiential coursework serve as the certificate's foundation while approved electives provide a selection of advertising-related courses to frame the student experience.