

# Certificate in Advertising

Students may earn a Certificate in Advertising without having a BA or a BS. You may receive the Certificate in Advertising by completing 15 hours of selected course work and 3 hours of an internship or a practicum with a GPA average of 2.0 or better. Nine of the 18 hours must be taken in residence at UM-St. Louis. Courses may not be taken on a satisfactory/unsatisfactory basis. Before you begin the course work, contact Dr. Kristy Tucciarone at 314-516-4853 or [tucciaronek@umsl.edu](mailto:tucciaronek@umsl.edu).

When you have completed the requirements for the certificate, the coordinator will notify the university registrar and the college from which you will graduate. The Certificate in Advertising will be noted on official transcripts and a certificate will be mailed to you. Students who have graduated before completing the Certificate in Advertising will receive the certificate in the mail and will have the certificate entered in their official transcripts.

If students do have a selected major such as Business, Marketing, Communication, Graphic design and/or English, they may choose to compliment their study and career outlook.

# Certificate Program in Advertising

- Media 1100** Introduction to Advertising (3)
- Media 2080** Advertising Copywriting (3)
- Media 2090** Creative Advertising (3)
- Media 2211** Introduction to Digital Multimedia Production (3)
- Media 2220** Promotion Essentials (3)
- Media 3025** Current Issues in Advertising (3)
- Media 3334** Media Planning (3)
- Media 3338** Advertising Techniques (3)
- Media 3355** Media Law and Regulation (3)
- COM 1150** Introduction to Public Relations (3)
- COM 4035** Integrated Approaches-Public Relations, Advertising, and Promotions (3)
- Media 1195** 150-hour Practicum\* ( Equals a minimum of 3 credit hours)
- Media 3395** 150-hour Internship\* (Equals a minimum of 3 credit hours)

\*NOTE: Students must take Media 1195 OR Media 3395 and complete 150 hours of work. Internships or Practicums must be arranged in advanced and are required for all Certificate in Advertising students. All students must sign a contract before registering for the Internship or Practicum.



# Application for University of Missouri-St. Louis Advertising Certificate

Date \_\_\_\_\_

Name (to appear on certificate) \_\_\_\_\_ Student No. \_\_\_\_\_ Telephone No. \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_ Fax No. \_\_\_\_\_

Major \_\_\_\_\_ Expected date of graduation \_\_\_\_\_

If you are already a college graduate, list degree, major, institution, and date. \_\_\_\_\_

Courses to be applied toward Advertising Certificate:

<u>Course No.</u>	<u>Course Title</u>	<u>Instructor</u>	<u>Date taken</u>	<u>Grade</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

Practicum and/or Internship (150 hours = 3 credit hours; must be approved by coordinator)

6. \_\_\_\_\_  
Project or Site