

Certificate in Advertising

Certificate 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.

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 Certificate Coordinator must approve the internship/practicum site for internship/practicum hours to be applied to the certificate.**

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	
MEDIA ST 3500	Advanced Advertising Seminar	3
or MEDIA ST 3398	Internship In Media Studies	
or MEDIA ST 1198	Practicum In Media Studies	

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
MEDIA ST 3334	Advertising Media Planning	3
COMM 3150	Crisis, Disaster, and Risk Communication	3
COMM 3370	Social Media in Public Relations	3
COMM 3355	Dangerous Messages	3

Sign-offs from other departments affected by this proposal

None

Rationale

To make certificate consistent with changes to the Media Studies degree and program. Internship/Practicum courses are being consolidated into one course listing. These hours may still apply to the certificate provided they're relevant to advertising as determined by the Certificate coordinator. MEDIA ST 3334 is a specialized topic and is better suited to being an optional elective rather than an requirement. Advanced Advertising Seminar is offered more frequently and offers a better capstone experience than 3505.