

ADVERTISING, CERTIFICATE

Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, advertising, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Professional Certificate in Advertising enables students to advance their skill set and understanding of advertising strategies and tactics, as well as the best practices used in the advertising and strategic communications industries. This 18 credit-hour undergraduate certificate teaches strategies and specific skills used in advertising campaigns, including media planning and buying, brand strategy, traffic and production, economics and content creation.

Requirements

Blocks

The Media & Design Advertising Certificate consists of "blocks" showing the required order of all coursework. All courses within each block must be completed before you may move on to the next block. For example, all courses in Block 1 must be completed before any courses may be taken in Block 2, and so on. Courses within a block may be taken at the same time.

Course ID	Title	Credits
Block 1		6
MDES 2400	Principles of Advertising	
DDSN 2103	Intro to Copywriting	
Block 2		6
MDES 3450	Brand & Campaign Strategy	
MDES 4400	Advertising Studio I	
Block 3		6
MDES 3460	Media Planning & Buying	
Choose 1 of the following:		
MDES 2401	Business of Media and Design	
MDES 4401	Advertising Studio 2	
MDES 3440	Project Management for Advertising	
MDES 2110	Media Ethics & Equity	
MDES 2120	Media Law	
Total Credit Hours		18