



Name: _____

Panther ID: _____

A grade of a "C" or better is required in all courses listed below		P = prerequisites COM 3210 & COM4310	GL = Global Learning Course	GRW = Global Writing C	
15 credits total: This certificate program is open to degree-seeking students only.		Credit	Semester Completed	Grade	UCC
ADV 3008	Principles of Advertising	3			
OR	Principles of Public Relations				
PUR 3000					
COM 3520	Designing Communication Strategies	3			
ADV 4323	Strategic Branding and Social Media	3			

<i>At least one of the following skills-based courses:</i>			Credit	Semester Completed	Grade	UCC
ADV	3008	Principles of Advertising (If not taken above)	3			
ADV	3200	Creative Concepts	3			
ADV	4101	Advanced Concepts in Creative Design and Copywriting	3			
ADV	4201	Advertising and Society	3			
ADV	4300	Media Planning	3			
ADV	4322	Mobile Advertising	3			
ADV	4601	Account Planning	3			
ADV	4711	Portfolio Workshop	3			
ADV	4800	BOLD Level 2 (must take PUR 4940 as a pre-req)	3			
ADV	4411	Multicultural Marketing Communication	3			
IDS	3917	Apps, Arts, and Issues	3			
PUR	3000	Principles of Public Relations (if not taken above)	3			
PUR	4100	Writing for PR	3			
PUR	4106	Advanced PR Writing	3			
PUR	4940	BOLD	3			
PUR	4108	Strategic Presentation	3			