

SCHOOL OF COMMUNICATION
CERTIFICATE PROGRAM IN MULTIMEDIA ADVERTISING
 24 semester hours

PREREQUISITES:

	INSTRUCTOR	GRADE	SEMESTER
(4) ART 102 Intro. to Two Dimensional Art & Design	_____	_____	_____ 20 _____
(3) MKT 301 Introduction to Marketing	_____	_____	_____ 20 _____

NOTE: COM 350 Persuasive Communication & Attitude Change is recommended as a foundation for the COM courses in this certificate program.

REQUIRED CORE COURSES: 16 semester hours

	INSTRUCTOR	GRADE	SEMESTER
1. Visual Communication			
(4) ART 244 Computer Graphics I*	_____	_____	_____ 20 _____
2. Advertising Principles (<u>Take ONE of the following courses</u>)			
(4) COM 360 Principles of Advertising	_____	_____	_____ 20 _____
(4) MKT 441 Advertising & Promotion Mgmt.	_____	_____	_____ 20 _____
3. Advertising Applications (<u>Take ONE of the following courses</u>)			
(4) COM 450 Media Programming & Research*	_____	_____	_____ 20 _____
(4) COM 455 Communication Campaigns	_____	_____	_____ 20 _____
(4) COM 460 Advertising Copywriting & Layout Design	_____	_____	_____ 20 _____
4. Market Analysis (<u>Take ONE of the following courses</u>)			
(4) MKT 420 Buyer Behavior*	_____	_____	_____ 20 _____
(4) MKT 431 Marketing Research*	_____	_____	_____ 20 _____

RECOMMENDED ELECTIVES (Optional)

(4) ART 344 Computer Graphics IIA	_____	_____	_____ 20 _____
(4) ART 345 Computer Graphics IIB	_____	_____	_____ 20 _____
(4) ART 444 Computer Graphics IIIA	_____	_____	_____ 20 _____
(4) ART 445 Computer Graphics IIIB	_____	_____	_____ 20 _____
(4) COM 204 Single Source Video/Audio Production	_____	_____	_____ 20 _____
(4) COM 352 Multi-Source Video Production	_____	_____	_____ 20 _____
(4) COM 357 Principles of Public Relations	_____	_____	_____ 20 _____
(4) COM 358 Media Law, Economics and Ethics	_____	_____	_____ 20 _____
(4) COM 370 Comm. Technology & Social Change	_____	_____	_____ 20 _____
(4) MKT 305 Marketing Management	_____	_____	_____ 20 _____
(4) MKT 461 Global Marketing	_____	_____	_____ 20 _____

*NOTE: Prerequisite required: check with appropriate department.

SEE BACK PAGE FOR SIGNATURES

NOTE: EACH STUDENT IS RESPONSIBLE FOR MAINTAINING HIS/HER OWN RECORDS AND ENSURING THAT COLLEGE REQUIREMENTS ARE MET. TO DO THIS, STUDENTS SHOULD KEEP A FILE WHICH INCLUDES GRADE REPORTS, A COPY OF THIS CHECKLIST, AND OTHER PERTINENT MATERIALS. THE STUDENT SHOULD HAVE THIS FILE AVAILABLE WHEN SEEKING PROGRAM ADVICE FROM A FACULTY ADVISOR.

STUDENT MUST SEE ADVISOR EACH SEMESTER PRIOR TO REGISTRATION. PLEASE MAKE AN APPOINTMENT WHEN YOUR ADVISOR WILL BE AVAILABLE. CERTIFICATE WILL BE MAILED TO STUDENTS ONCE REQUIREMENTS ARE MET AND PROPER SIGNATURES PROVIDED.

Print Name / Signature CSU ID

Date of Enrollment Date of Completion

Address

Undergraduate Secretary - Sarah Madden

Signature Date

Program Coordinator - Dr. Sukki Yoon

Signature Date