

# ADVERTISING, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

The certificate in Advertising offered at Penn State Behrend is designed for communication and business majors who wish to focus their supporting or non-business supporting coursework in a specific professional communication area. The certificate is also designed for working professionals interested in developing their skill-set in advertising. The foundation of the certificate is developed in the Media Writing, Introduction to Advertising, and Creative Strategies courses. Students are then allowed to choose one additional advanced course to complete the 12 required hours.

## What is Advertising?

Advertising is an approach to marketing communication that uses paid messaging to promote or sell a product, service, or idea. Advertising unabashedly attempts to influence opinion or spur an action such as buying a product or voting for a candidate. Advertisements commonly appear in mass media such as newspapers, magazines, television, radio, billboards, and direct mail. Newer forms of advertising include social media, blogs, websites, search results, and text messages.

## You Might Like This Program If...

- You are creative.
- You enjoy thinking critically about consumer behavior.
- You envision a career creating advertising content or working at an ad agency.
- You might want to someday buy or sell advertising space, spots, or services.
- You are pursuing a communication- or business-related degree.

## Program Requirements

To earn an undergraduate certificate in Advertising, a minimum of 12 credits is required.

Code	Title	Credits
<b>Prescribed Courses</b>		
COMM 315	Applications for Media Writing	3
COMM 320	Introduction to Advertising	3
COMM 421W	Advertising Creative Strategies	3
COMM 422	Advertising Media Planning	3
or COMM 424	Advertising Campaigns	

## Certificate Learning Objectives

- Understand and remember main concepts in the field of Advertising.
- Analyze and critique advertisements for its message appeals, and creativity.
- Master creative thinking.
- Create advertisements.

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their

intellectual discovery, and to encourage students to take advantage of both in-and-out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## Erie

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## Career Paths

The certificate in Advertising can be pursued by students in most Penn State Behrend degree programs and as a stand-alone credential for nondegree students. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

## Careers

A certificate in Advertising can be a strategic advantage for business and communications students who aspire to work in marketing, sales, or promotion.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN ADVERTISING (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/certificate-programs/advertising-certificate/>)

## Opportunities for Graduate Studies

A certificate in the liberal arts, particularly when added to a major program outside of the liberal arts, demonstrates to graduate school admissions committees your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/certificate-programs/advertising-certificate/>)

## Professional Resources

- American Advertising Federation (<https://www.aaf.org/>)

## Contact

### Erie

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<https://behrend.psu.edu/school-of-humanities-social-sciences> (<https://behrend.psu.edu/school-of-humanities-social-sciences/>)