



MULTIMEDIA ADVERTISING CERTIFICATE Checklist

This certificate includes 16 credit hours of core courses in visual art, advertising principles, advertising applications, and marketing analysis. A 2.25 GPA must be maintained across all core courses. Please note that each student is responsible for completing the following appropriate prerequisite courses prior to taking core courses.

STUDENT INFORMATION

Name: _____ Student ID: _____
 Email: _____ Phone: _____

REQUIREMENTS

<u>PREREQUISITES:</u>	GRADE	SEMESTER
ART 242 Introduction to Typographic Principles & Design	_____	_____
MKT 301 Introduction to Marketing	_____	_____

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 Credit Hours

Visual Communication	GRADE	SEMESTER
ART 244 Introduction to Visual Technology	_____	_____

Advertising Principles	GRADE	SEMESTER
MKT 441 Integrated Marketing Com	_____	_____

Advertising Applications (Take ONE of the following courses)	GRADE	SEMESTER
COM 455 Communication Campaigns Or	_____	_____
COM 464 Media Metrics & Analytics	_____	_____

Market Analysis (Take ONE of the following courses)	GRADE	SEMESTER
MKT 420 Consumer Behavior Or	_____	_____
MKT 431 Marketing Research	_____	_____

<u>RECOMMENDED ELECTIVES (Optional)</u>	GRADE	SEMESTER
COM 358 Media, Law, Economics & Ethics	_____	_____
COM 370+ Communication Technology & Social Change	_____	_____
FMA 363 Multicam Production	_____	_____
MKT 450 Selling & Sales Force Management	_____	_____
MKT 454 Online Marketing Strategies	_____	_____

For more information, please contact the appropriate department: Department of Art (216) 687-2040, School of Communication (216) 687-4630, or Department of Marketing (216) 687-4771

 School of Communication JPC Major Adviser Approval

 Date