Advertising and Design Certificate

Department Information

• Department Location: Minard 338
• Department Phone: 701-231-7705
• Department Web Site: www.ndsu.edu/communication/
• Credential Offered: Undergraduate Certificate
• Program Overview: bulletin.ndsu.edu/programs-study/undergraduate/advertising-design/

Certificate Requirements

Advertising & Design Certificate

Required Credits: 12

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>COMM 375</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
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Content Topics/Electives

Art

  ART 385  Advanced Topics in Graphic Design

Business

  ENTR 201  Introduction to Entrepreneurship
  ENTR 301  Entrepreneurship Toolbox I
  MRKT 320  Foundations of Marketing
  MRKT 420  Advertising and Integrated Marketing Communication
  MRKT 465  Digital Marketing

Communication

  COMM 376  Advertising Creative Strategies
  COMM 377  Media Planning
  COMM 470  Research for Strategic Communication

English

  ENGL 229  Introduction to Creative Writing
  ENGL 322  Writing and the Creative Process
  ENGL 449  Usability and User Experience

Retail

  ADHM 171  Fashion Dynamics
  ADHM 271  Visual Merchandising and Promotion
  ADHM 371  Fashion Trend Analysis and Forecasting
  ADHM 372  Global Retailing
  ADHM 425  Experiential Retailing

Capstone

  COMM 476  Advertising Campaign Practicum 3

Total Credits 12

Program Notes:

• Students are required to take at least 6 credits outside of their major if their major is represented in the course offerings; at this time communication students are the only students affected by this requirement.
Advertising and Design Certificate

- The target market majors for this certificate are in Communication, Visual Art/Design, Business, English and Apparel Retail Merchandising and Design.