Advertising and Design Certificate

Department Information

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

Certificate Requirements

**Advertising & Design Certificate**

**Required Credits:** 12

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 375</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
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<td><strong>Content Topics/Electives</strong></td>
<td>6</td>
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**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.
The target market majors for this certificate are in Communication, Visual Art/Design, Business, English and Apparel Retail Merchandising and Design.