

Business and Computing Division

ADVERTISING CERTIFICATE OF SPECIALIZATION

Students are required to obtain a grade of "C" or better in all required courses.

Program Outcomes

Function effectively in entry-level advertising business position using the skills, principles, and tools they have acquired.

Required Courses

<u>Course</u>	<u>Course Number</u>	<u>Units</u>
Beginning Drawing/Honors	ART A120/A120H	3
Or		
Graphic Design	DMAD A182	4
Mass Communications	CMST A180	3
Or		
Intro to Radio, TV and Film	FILM A150	3
Principles of Advertising	MKTG A130	3
	Total Units	9 - 10