

# Advertising • Certificate

## Why Choose an Advertising Certificate?

Identified by the U.S. Dept of Commerce as one of the fastest growing career fields, the advertising certificate will build these skills for you:

- Understanding media and markets
- Learning how corporations communicate effectively
- Learning how to effectively manage advertising

You will be exposed to the latest thinking regarding creating and writing ads and skillfully placing them for maximum success in influencing customers. You will also learn how to manage the relationships between advertising agencies and their clients.

## Admission Requirements

Any person who is admitted to the university or the University Center for Extended Learning is welcome to seek the attainment of this certificate. You must present evidence of graduation from high school with a 2.35 grade point average.

## Graduation Requirements

You will receive the Advertising Certificate after completion of the requirements with a minimum 2.0 grade point.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

## Required Courses

	Credit Hours
AIMC 222	3
AIMC 324	3
AIMC 334	3
GRDE 118 Desktop Publishing	3
Minimum credit hours required for certificate:	12



## More Information

Marketing Department  
119 South Street, BUS 212  
Big Rapids MI 49307-2284  
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E-Mail: MKTG@ferris.edu

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)

**FERRIS STATE UNIVERSITY**

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