

ADVERTISING, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Career Paths

The certificate in Advertising can be pursued by students in most Penn State Behrend degree programs and as a stand-alone credential for nondegree students. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

A certificate in Advertising can be a strategic advantage for business and communications students who aspire to work in marketing, sales, or promotion.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A CERTIFICATE IN ADVERTISING (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/certificate-programs/advertising-certificate>)

Opportunities for Graduate Studies

A certificate in the liberal arts, particularly when added to a major program outside of the liberal arts, demonstrates to graduate school admissions committees your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/certificate-programs/advertising-certificate>)

Professional Resources

- American Advertising Federation (<https://www.aaf.org/>)