

# ADVERTISING, CERTIFICATE

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

## Program Description

The certificate in Advertising offered at Penn State Behrend is designed for communication and business majors who wish to focus their supporting or non-business supporting coursework in a specific professional communication area. The certificate is also designed for working professionals interested in developing their skill-set in advertising. The foundation of the certificate is developed in the Media Writing, Introduction to Advertising, and Creative Strategies courses. Students are then allowed to choose one additional advanced course to complete the 12 required hours.

## What is Advertising?

Advertising is an approach to marketing communication that uses paid messaging to promote or sell a product, service, or idea. Advertising unabashedly attempts to influence opinion or spur an action such as buying a product or voting for a candidate. Advertisements commonly appear in mass media such as newspapers, magazines, television, radio, billboards, and direct mail. Newer forms of advertising include social media, blogs, websites, search results, and text messages.

## You Might Like This Program If...

- You are creative.
- You enjoy thinking critically about consumer behavior.
- You envision a career creating advertising content or working at an ad agency.
- You might want to someday buy or sell advertising space, spots, or services.
- You are pursuing a communication- or business-related degree.