

CREATIVE ADVERTISING CERTIFICATE

This certificate provides the special competencies needed to work in the creative advertising field. Students receive advanced training in three portfolio development courses in which they learn and apply persuasive storytelling and strategic, creative, and conceptual thinking to various media. Students also learn what makes an advertising campaign memorable and effective.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Credits:** 11 | Completed with minimum grades of C

Certificates must contain at least nine credits of coursework that are unique to that program out of all other certificates and minors.

Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/>)

CONTACT

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GAINESVILLE FL 32611

Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Creative Advertising Certificate
- International Communication Certificate
- Journalism
- Journalism | Sports and Media UF Online
- Mass Communication Studies Minor
- Mass Communication Studies Minor UF Online
- Media Sales Certificate
- Spanish Language News Media Certificate

Upon completion of the certificate, students will have a professional portfolio necessary for jobs as art directors and copywriters.

This certificate is only open to Advertising majors.

Prerequisites

Code	Title	Credits
ADV 3001	Advertising Strategy	3
ADV 3008	Principles of Advertising	3
MAR 3023	Principles of Marketing	4
VIC 3001	Sight, Sound and Motion	4

CoreqUISITES

Code	Title	Credits
ADV 4101	Copywriting and Visualization	3

Required Courses

Code	Title	Credits
ADV 4710	Advertising Portfolio I: Traditional Media Basics	3
ADV 4XXX	Portfolio II	3
ADV 4XXX	Portfolio III	3
ADV 4XXX	Game-Changing Ad Ideas	2

Total Credits		11
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