

CREATIVE COMMUNICATION CERTIFICATE REQUIREMENTS

| Code | Title | Units |
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| Certificate Requirements - 15 units | | |
| Initial Core: | | 3 |
| ACINDP 166 | INTRODUCTION TO CREATIVE ENTERPRISE | |
| Advanced Core: | | 3 |
| COMM 228 | INTERPERSONAL COMMUNICATION | |
| COMM 321 | NONVERBAL COMMUNICATION | |
| Producing Creative Works: | | 6 |
| COMM 238 | VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO | |
| JOURNLSM 241 | ADVERTISING COPYWRITING | |
| JOURNLSM 248 | PUBLICATION LAYOUT | |
| JOURNLSM 303 | FEATURE WRITING | |
| JOURNLSM 310 | PUBLICATION PHOTOGRAPHY | |
| JOURNLSM 425 | ADVANCED ADVERTISING CREATIVE | |
| Applying Creativity: | | 3 |
| COMM 242 | TEAMWORK, COLLABORATION, AND COMMUNICATION | |
| COMM 373 | COMMUNICATING LEADERSHIP | |
| COMM 463 | APPLIED COMMUNICATION IN HEALTH AND WELLNESS | |
| JOURNLSM 364 | ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT | |
| Total Units | | 15 |