DIGITAL ADVERTISING, CERTIFICATE (1768)

Program Coordinator
Cliff P. Shaluta, cliff.shaluta@wku.edu, (270) 745-5833

Digital Advertising enables businesses to track consumer behavior, create targeted campaigns, and optimize their communication strategies based on data-driven insights. By studying digital Advertising, you'll gain knowledge of various digital tools, techniques, and media platforms that enhance brand visibility and drive revenue growth. If you're passionate about creativity, strategic thinking, and shaping brands through communication, WKU's Digital AD Certificate offers a unique opportunity to add highly marketable skills to your current major.

Program Requirements (19 hours)

Code	Title	Hours
Core Courses		
AD 230	Digital Tools	3
AD 240	Advertising in a Digital World	3
AD 300	Research in Advertising and Public Relations	3
or COMM 300	Introduction to Applied Communication Research	
or SOCL 302	Social Research Methods	
or PS 302	Research Design in Political Science	
AD 330	Branding	3
AD 349	Advertising Media	3
AD 401	ePortfolio	1
Choose One of the following Electives		3
AD 250	Personal Branding	
AD 321	Communications Analytics in Public Relations and Advertising	
MKT 220	Basic Marketing Concepts	
MKT 325	Personal Selling	
MKT 331	Social Media Marketing	
PR 255	Fundamentals of Public Relations	
UX 220	Introduction to User Experience Design	
Total Hours		**19**