

# PERSONAL BRANDING, CERTIFICATE (1788)

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**Program Coordinator**

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

A focused educational experience designed to empower students with the communication strategies and production skills necessary to build and enhance their personal brand in the digital age. Covers topics such as personal branding strategy, content creation and digital production.

## Program Requirements (16 hours)

Code	Title	Hours
<b>Core Courses</b>		
AD 230	Digital Tools	3
AD 250	Personal Branding	3
VJP 261	Mobile Media Storytelling	3
BCOM 264	Digital Video Production and Distribution	3
AD 401	ePortfolio	1
<b>Elective</b>		
Select one upper level elective from the following:		3
COMM 315	Sport Communication	
or SPM 315	Sport Communication	
JOUR 323	Multiplatform News Presentation	
MKT 325	Personal Selling	
FILM 399	Special Topics in Film	
<b>Total Hours</b>		<b>16</b>