

ADVERTISING REPRESENTATIVE - CERTIFICATE OF ACHIEVEMENT

Doña Ana Community College 2026-2027 Catalog (15 credits)

NOTE: If declared as a major, this certificate program is not eligible for financial aid.

NOTE: Students must earn a final grade of C- or better in all required Technical Requirements courses and achieve a cumulative grade-point average of at least 2.0. A grade of C- or better is required in ENGL 1110G Composition I and designated Mathematics courses.

Students must complete all University certificate requirements to total at least 15 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Prefix	Title	Credits
Technical Requirements		
BMGT 132	Principles of Selling	3
BMGT 138	Advertising	3
MKTG 2110	Principles of Marketing ¹	3
FDMA 1120	Desktop Publishing	3
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
Total Credits		15

¹ Courses are identical to those offered at New Mexico State University Las Cruces (main) Campus.

(15 credits)

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A Suggested Plan of Study

The contents of this roadmap may vary depending on initial student placement in mathematics and English. This is only a suggested plan of study for students, and is not intended as a contract. Individual student academic plans may vary. Please contact your academic advisor to create a plan that works for you. Course availability may vary from fall to spring semester and may be subject to modification or change.

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Students must complete all University certificate requirements to total at least 15 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Semester 1		Credits
BMGT 132	Principles of Selling	3
BMGT 138	Advertising	3
FDMA 1120	Desktop Publishing	3
MKTG 2110	Principles of Marketing	3
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
Credits		15
Total Credits		15