

# SKILL CERTIFICATE IN MEDIA COMMUNICATION

This certificate is for students who want to acquire specific and highly marketable journalism/communication/leadership skills for non-media employment and for students who want entry level employment and internships in mass media/journalism. Depending on a student's focus, students completing this certificate will acquire skills in basic reporting and writing, basic photography and videography including live streaming, podcasting, professional social media and marketing, basic InDesign, simple event planning, and introductory leadership. This certificate may be completed by students on their way to a four-year degree who want gainful employment in a media field during college. It also trains students in soft skills.

## Program Outcomes

- Write an accurate and timely basic news story or press release
- Create and edit digital media, including publishable photos, video clips, and use of basic InDesign
- Identify good leadership qualities
- Understand effective social media for businesses and governmental agencies
- Plan a basic promotional event

## Career Opportunities

Upon successful completion of this certificate, students will be prepared for jobs for which these add-on skills are highly desirable but do not comprise the primary job description. In addition, students will be prepared for employment in the following fields: entry level employment as a beginning reporter/photographer on a community or mid-sized newspaper, newsletter editor, beginning public relations writer, and social media editor for a business or government agency. Students will also be prepared for internships at area television and radio stations and other mid-sized media outlets. This certificate could be completed on the way to four-year degree.

## Program Requirements

Code	Title	Units
REQUIRED CERTIFICATE COURSES		
JOUR 001	Writing for New Media	3.5
JOUR 011	Introduction to Digital Photography	3
JOUR 114	Editorial Board: Beginning	2
JOUR 115	Editorial Board: Intermediate	2
JOUR 116	Editorial Board: Leadership 1	2
JOUR 117	Editorial Board: Leadership 2	2
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TOTAL		14.5

The Skill Certificate requirements include completion of the certificate courses with a "C" or better grade in each course. Required Certificate courses and Restricted Elective courses may be substituted with the approval of the Language Arts Division Chair.