

JOURNALISM/NEW MEDIA AND ADVERTISING, DIGITAL MEDIA CERTIFICATE

Award: Certificate

No. of credits required: 30

For more information: Contact Professor Claudia Brown, 443-412-2126, clbrown@harford.edu or Admissions, 443-412-2109.

Program Description

This program is designed to prepare students for entry-level employment in social media, new media, marketing, advertising, and media sales and includes only those courses which are directly related to this field.

Program Goals

Upon completion of the certificate program students will be able to:

1. Demonstrate media literacy;
2. Appraise present-day media content, operation, regulation, impact, and/or implications;
3. Apply current technology to produce or market media content;
4. Convey ideas via electronic media.

Employment Information

Journalists research stories and present information in written, spoken or digital form. Typical activities in this career field include writing and editing content, reporting on-air, and shooting and editing photography and video. Marketing and advertising account executives oversee the financial resources, administration, and campaign strategy of agency, digital media, online, and broadcast operations. Typical activities in this career field include creating social media and marketing campaigns, selling airtime, developing sales material, calling on clients, and developing online and multimedia presentations.

Entry-level positions in this field are promising. However, minimum standards and employment competition are high. Students are encouraged to prepare a portfolio and a résumé prior to seeking employment. See also the U.S. Bureau of Labor Statistics report for news analysts, reporters, and journalists (<https://www.bls.gov/ooh/media-and-communication/reporters-correspondents-and-broadcast-news-analysts.htm>).

Field Trip Statement

Courses in this program may require field trips.

Certificate Requirements

In order to earn a certificate from Harford Community College, students must demonstrate basic competencies in English, reading, and mathematics by completing: ENG 018 Integrated Reading and Writing, MATH 020 Pre-Algebra I, and/or a qualifying exam must be passed.

Required Courses

Code	Title	Credits
MC 103	TV Studio Production	3
MC 105	Introduction to Journalism (GAH)	3

MC 101	Introduction to Digital Media ¹	3
or BA 101	Introduction to Business (GI)	
ART 120	Digital Foundations I	3
MC 102	Audio Production	3
MC 204	Video Production ¹	3
or BA 104	Advertising and Sales Promotion	
MC 208	Multimedia Journalism I (GAH)	3
Select from: ¹		3
PHOT 131	Digital Photography I	
MC 201	Writing for the Electronic Media	
BA 203	Principles of Marketing	
MC 210	Introduction to Social Media (GI)	3
MC 284	Field Project: Journalism/New Media and Advertising	3

Total Credits **30**

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Students, through advisement, may select options leading toward journalism/new media or options leading toward advertising.