

# 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](mailto:clbrown@harford.edu); Professor Wayne Hepler, 443-412-2358 or [whepler@harford.edu](mailto:whepler@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://catalog.harford.edu/programs-study-majors/certificates/journalism-new-media-cert/file:///C:/Users/kidavis/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/XGZMHTXI/%C3%98%09https://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

Students earning a certificate from HCC must complete or demonstrate exemption from the following courses: ENG 003 Reading and Understanding College Textbooks and ENG 012 Basic Writing, or ENG 018 Integrated Reading and Writing, and MATH 020 Pre-Algebra I. See graduation requirement details in this catalog for further information.

## Required Courses

| Code                      | Title                                               | Credits   |
|---------------------------|-----------------------------------------------------|-----------|
| MC 103                    | TV Studio Production                                | 3         |
| MC 105                    | Introduction to Journalism (GH)                     | 3         |
| MC 101                    | Introduction to Digital Media <sup>1</sup>          | 3         |
| or BA 101                 | Introduction to Business (GI)                       |           |
| ART 120                   | Digital Foundations I                               | 3         |
| MC 102                    | Audio Production                                    | 3         |
| MC 204                    | Video Production <sup>1</sup>                       | 3         |
| or BA 104                 | Advertising and Sales Promotion                     |           |
| MC 208                    | Multimedia Journalism I (GH)                        | 3         |
| Select from: <sup>1</sup> |                                                     | 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         |
| <b>Total Credits</b>      |                                                     | <b>30</b> |

<sup>1</sup> Students, through advisement, may select options leading toward journalism/new media or options leading toward advertising.