

# JOURNALISM/NEW MEDIA AND ADVERTISING, AREA OF CONCENTRATION IN DIGITAL MEDIA (AAS)

**Award:** Associate of Applied Science Degree

**No. of credits required:** 60

**For more information:** Contact Professor Claudia Brown, 443-412-2126, [clbrown@harford.edu](mailto:clbrown@harford.edu); Professor Wayne Hepler, 443-412-2358, [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 journalism, social media, marketing, advertising, or for transfer to a four-year institution. This program emphasizes a multimedia approach, including instruction in journalism, new media, advertising, and marketing promotion.

## Program Goals

Upon completion of the degree 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/degrees/journalism-new-media-advertising-mass-communications-aas/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.

## Diversity Requirement

To satisfy the diversity requirement: Associate degree students must complete one 3-credit diversity course (D). It is recommended that

students select one of the 3-credit (GB), (GH), (GI) course electives from those that also appear on the approved list of diversity course graduation requirements.

## Degree Requirements

### Recommended Course Sequence

| First Semester  |  | Credits   |
|---|--|-----------|
| CMST 101  | Speech Fundamentals (GI)   | 3         |
| MC 103  | TV Studio Production   | 3         |
| ENG 101   | English Composition (GE)   | 3         |
| MC 105  | Introduction to Journalism (GH)  | 3         |
| MC 101<br>or BA 101   | Introduction to Digital Media <sup>1</sup><br>or Introduction to Business (GI) | 3         |
| Physical Education Elective   |  | 1         |
| <b>Credits</b>  |  | <b>16</b> |
| Second Semester   |  |           |
| ART 120   | Digital Foundations I  | 3         |
| MC 102  | Audio Production   | 3         |
| MC 204  | Video Production   | 3         |
| MC 208  | Multimedia Journalism I (GH)   | 3         |
| Mathematics Elective (GM) ( <a href="https://catalog.harford.edu/general-education/#mathematics">https://catalog.harford.edu/general-education/#mathematics</a> ) <sup>2</sup>  |  | 3         |
| <b>Credits</b>  |  | <b>15</b> |
| Third Semester  |  |           |
| MC 201  | Writing for the Electronic Media   | 3         |
| MC 207<br>or BA 104   | Advanced Video Production <sup>1</sup><br>or Advertising and Sales Promotion   | 3         |
| MC 210  | Introduction to Social Media (GI)  | 3         |
| PHOT 131  | Digital Photography I  | 3         |
| Behavioral/Social Science Elective (GB) ( <a href="https://catalog.harford.edu/general-education/#behavioral-social-science">https://catalog.harford.edu/general-education/#behavioral-social-science</a> )                                 |  | 3         |
| <b>Credits</b>  |  | <b>15</b> |
| Fourth Semester   |  |           |
| Select one of the following:  |  | 3         |
| MC 104  | Electronic Media Performance   |           |
| MC 293  | Independent Media Project  |           |
| General Elective <sup>3</sup>   |  |           |
| MC 209<br>or BA 203   | Multimedia Journalism II <sup>1</sup><br>or Principles of Marketing            | 3         |
| MC 284  | Field Project: Journalism/New Media and Advertising                            | 3         |
| Biological/Physical Lab Science Elective (GL) ( <a href="https://catalog.harford.edu/general-education/#biological-physical-laboratory-science">https://catalog.harford.edu/general-education/#biological-physical-laboratory-science</a> ) |  | 4         |
| Physical Education Elective   |  | 1         |
| <b>Credits</b>  |  | <b>14</b> |
| <b>Total Credits</b>  |  | <b>60</b> |

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

<sup>2</sup> A four credit course in mathematics (GM) may be substituted.

<sup>3</sup> General Elective upon advisement and chosen according to personal or career interests or to the requirements of the institution to which transfer is planned.

## General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

Behavioral/Social Science (GB)

English Composition (GE)

Arts/Humanities (GH)

Interdisciplinary and Emerging Issues (GI)

Biological/Physical Laboratory Science (GL)

Mathematics (GM)

Biological/Physical Science (GS)