

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 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://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.

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 (GAH)	3
MC 101 or BA 101	Introduction to Digital Media ¹ or Introduction to Business (GI)	3
Physical Education Elective		1
Credits		16
Second Semester		
ART 120	Digital Foundations I	3
MC 102	Audio Production	3
MC 204	Video Production	3
MC 208	Multimedia Journalism I (GAH)	3
Mathematics Elective (GM) (https://catalog.harford.edu/general-education/#mathematics) ²		3
Credits		15
Third Semester		
MC 201	Writing for the Electronic Media	3
MC 207 or BA 104	Advanced Video Production ¹ 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) (https://catalog.harford.edu/general-education/#behavioral-social-science)		3
Credits		15
Fourth Semester		
Select one of the following:		3
MC 104	Electronic Media Performance	
MC 293	Independent Media Project	
General Elective ³		
MC 209 or BA 203	Multimedia Journalism II ¹ or Principles of Marketing	3
MC 284	Field Project: Journalism/New Media and Advertising	3
Biological/Physical Lab Science Elective (GL) (https://catalog.harford.edu/general-education/#biological-physical-laboratory-science)		4
Physical Education Elective		1
Credits		14
Total Credits		60

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

² A four credit course in mathematics (GM) may be substituted.

³ 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 (GAH)
Interdisciplinary and Emerging Issues (GI)
Biological/Physical Laboratory Science (GL)

Mathematics (GM)
Biological/Physical Science (GS)

Part-Time Progression Plan

The part-time progression plan for programs of study has been developed as a helpful example for students to guide their academic journey. This plan outlines a likely sequence of courses and milestones over three years to help students visualize their academic path. It is important to note that this progression plan is based solely on the core requirements outlined in the approved program of study and does not include any additional requirements. Each student's experience may vary based on their specific interests, course availability, and academic history. Therefore, students are encouraged to work closely with their academic advisor.

Recommended Part-Time Sequence

Course	Title	Credits
First Year		
First Semester		
ENG 101	English Composition (GE)	3
MC 105	Introduction to Journalism (GAH)	3
Select a Mathematics Elective (GM): ¹		3-4
MATH 101	College Algebra (GM)	
MATH 102	Contemporary Mathematics (GM)	
MATH 216	Introduction to Statistics (GM)	
Credits		9-10
Second Semester		
MC 210	Introduction to Social Media (GI)	3
Credits		3
Third Semester		
MC 208	Multimedia Journalism I (GAH)	3
Select One Program Elective:		3
MC 101	Introduction to Digital Media	
BA 101	Introduction to Business (GI)	
ART 120	Digital Foundations I	3
Credits		9
Fourth Semester		
CMST 101	Speech Fundamentals (GI)	3
Credits		3
Second Year		
First Semester		
MC 102	Audio Production	3
MC 103	TV Studio Production	3
PHOT 131	Fundamentals of Digital Photography	3
Credits		9
Second Semester		
Physical Education Elective		1
Credits		1
Third Semester		
Select One Program Elective:		3
MC 104	Electronic Media Performance	
MC 293	Independent Media Project (General Elective)	
Select a Biological/Physical Lab Science Elective (GL):		4

BIO 100	Fundamentals of Biology (GL)	
ES 105 & ES 106	Earth Science (GS) and Earth Science Laboratory (GL)	
ENV 111 & ENV 112	Introduction to Environmental Science (GS) and Environmental Science Laboratory (GL)	
Select One Program Elective:		3
MC 207	Advanced Video Production	
BA 104	Advertising and Sales Promotion	
Credits		10
Fourth Semester		
Select a Behavioral/Social Sciences Elective (GB):		3
SOC 101	Introduction to Sociology (GB)	
PSY 101	General Psychology (GB)	
HIST 102	History of Western Civilization II (GB)	
Credits		3
Third Year		
First Semester		
MC 201	Writing for the Electronic Media	3
MC 204	Video Production	3
Physical Education Elective		1
Credits		7
Second Semester		
MC 284	Field Project: Journalism/New Media and Advertising	3
Select One Program Elective:		3
MC 209	Multimedia Journalism II	
BA 203	Principles of Marketing	
Credits		6
Total Credits		60-61

¹ Students who select a four-credit mathematics general education course should consult their advisor about a possible one-credit waiver where applicable.

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Arts/Humanities (GAH)
Interdisciplinary and Emerging Issues (GI)
Biological/Physical Laboratory Science (GL)
Mathematics (GM)
Biological/Physical Science (GS)