JOURNALISM/NEW MEDIA AND ADVERTISING, AREA OF CONCENTRATION IN MASS COMMUNICATION (AAS)

Award: Associate of Applied Sciences Degree
No. of credits required: 60
For more information: Contact Associate Professor Claudia Brown, 443-412-2126, clbrown@harford.edu; Professor Wayne Hepler, 443-412-2358 or whepler@harford.edu; or Admissions, 443-412-2109.

Program Description
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 Associate of Applied Sciences in Mass Communications degree 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;

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.

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.
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)