

Media Strategy Certificate

Degree Type

Certificate

Environment

online

Program Length

28 weeks

Overview

Effective communicators are essential to every industry, from entertainment and media to nonprofits and corporations. All communications professionals must interpret, craft, and relay messages for a variety of audiences. In the Media Strategy undergraduate certificate, coursework begins with an introduction to storytelling and communicating through media. Students will gain an understanding of how aesthetics influence the way people interpret messages as well as how to strategically create media assets for specific purposes and audiences. Students will also practice asset development using a variety of media formats to interact with their audiences, including digital audio, video, and imagery. Students will develop familiarity with the professional tools and digital asset-creation methods to prepare for roles in the media industry.

Objective

Certificate's Objective The Media Strategy undergraduate certificate program will provide students with a foundational knowledge of how to communicate a message through media. Students will be equipped with an understanding of storytelling as well as how to choose and create media assets that engage a target audience. Upon completion of this certificate program, aspiring media strategists and content creators will be prepared to seek entry-level work within the media communications industry.

Month 1

Code	Title	Credit Hours
ECW1225	Creative Skills Development	4.0

Month 2

Code	Title	Credit Hours
MCM1002	Introduction to Media Communications and Technologies	3.0

Month 3

Code	Title	Credit Hours
MCM1401	Aesthetics and Theory of Communications	4.0

Month 4

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0

Month 5

Code	Title	Credit Hours
MCM2416	Digital Video and Audio Production	4.0

Month 6

Code	Title	Credit Hours
MST155	Project I: Media Strategy	2.0

Month 7

Code	Title	Credit Hours
MST156	Portfolio I: Media Strategy	1.0
Total Credit Hours		22