

Media Communications Certificate

Degree Type

Certificate

Environment

online

Program Length

32 weeks

Overview

Skilled communicators are needed within every industry – and especially within the world of entertainment and media. Communications professionals can wear many hats – from creating a social media presence to creating a compelling brand aesthetic – but their common thread is a deep understanding of how to interpret, craft, and relay messages for different audiences. In the Media Communications undergraduate certificate, your coursework will begin with an introduction to digital media, as well as the fundamentals of communication. You'll familiarize yourself with new media technology and theories of aesthetics and communication, and learn the workflow processes involved in creating your personal brand. At the heart of good media communications is good storytelling. This program will introduce you to the several narratives found throughout the media industry. You'll learn to appreciate and create an appealing media aesthetic for a variety of digital formats. Using digital media creation tools, you'll develop your personal brand and professional digital presence that will make you stand out to prospective employers.

Month 1

Month 1

| Code | Title | Credit Hours |
|----------|---|--------------|
| MCM10018 | Introduction to Media Communications and Technologies | 4.0 |

Month 3

Month 3

| Code | Title | Credit Hours |
|----------|-----------------|--------------|
| MCM12038 | New Media Tools | 4.0 |

Month 5

Month 5

| Code | Title | Credit Hours |
|----------|---|--------------|
| MCM14018 | Aesthetics and Theory of Communications | 4.0 |

Month 7

Month 7

| Code | Title | Credit Hours |
|---------------------------|---|---------------------|
| MCM30038 | Career Development Skills: Media Communications | 4.0 |
| Total Credit Hours | | 16 |

Please Note

- This program is no longer accepting new enrollments.