

# Media Strategy Certificate

## Degree Type

Certificate

## Environment

campus

## 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

Month 1

Code	Title	Credit Hours
SEM1000	Storytelling in the Entertainment and Media Industries	4.0

## Month 2

Month 2

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

## Month 3

Month 3

Code	Title	Credit Hours
MCM1401	Aesthetics and Theory of Communications	4.0

## Month 4

Month 4

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM1203	New Media Tools	4.0

## Month 5

Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM2416	Digital Video and Audio Production	4.0

## Month 6

Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MST155	Project I: Media Strategy	2.0

## Month 7

Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MST156	Portfolio I: Media Strategy	1.0
<b>Total Credit Hours</b>		<b>22</b>