

JOURNALISM

The following certificate programs are for the individuals who are interested in a concentrated exposure to writing and/or design for publications in the media, the business world or home-based business.

Students may tailor their programs to emphasize advertising, design, public relations, publishing or writing. Desktop publishing is emphasized in JNM 230, JNM 232, JNM 233 and JNM 235. Contact the program coordinator for assistance in planning and selecting courses.

Media Writing and Design Certificate

This is a 21 credit-hour certificate program designed for those students obtain skills in both media writing and design. The preparation is suitable for certain entry level jobs in magazine and newsletter design, marketing, public relations and advertising as well as those interested in free-lance careers. It is also appropriate for students changing careers who have a background in another field.

Required:

JNM	120	Introduction to Mass Communication.....	3
JNM	130	Introduction to Journalism	3
JNM	140	Writing, Editing, and Design for the Internet.....	3
JNM	230 ¹	Graphic Design Communication	3
JNM	232	Introduction to Advertising.....	3

Electives: Select six credit hours from the following:

ART	121	Design I.....	3
JNM	126	Introduction to Broadcasting	3
JNM	131	News Reporting and Writing	3
JNM	133	Feature Writing	3
JNM	136	Broadcast Writing	3
JNM	141	Basic News Editing.....	3
JNM	233	Introduction to Public Relations.....	3
JNM	235	Magazine Editing and Design	3
JNM	240	Topics in Journalism.....	1-6

¹ This course is strongly recommended before taking JNM 232, JNM 233, or JNM 235.

Online Communications Certificate

This is an 18-19 credit-hour certificate program that provides a background in writing, editing, and design.

Required:

CIS	118	Introduction to the Internet	1
JNM	130	Introduction to Journalism	3
JNM	140	Writing, Editing, and Design for the Internet.....	3
JNM	230	Graphic Design Communications.....	3
JNM	241	Online Magazine Publishing.....	3
JNM	243	Communication Web Site Applications	3

Electives: Select one course from the following:

CIS	119	Web Site Development I.....	2
JNM	120	Introduction to Mass Communication.....	3
JNM	131	News Reporting and Writing	3
JNM	133	Feature Writing	3
JNM	232	Introduction to Advertising.....	3
JNM	233	Introduction to Public Relations.....	3
JNM	242	Using the Internet as a Communications Tool.....	2