

JOURNALISM COMMUNICATION CERTIFICATE

Code	Title	Hours
COMM 2120	Reporting	3
COMM 3120	Advanced Media Writing	3
COMM 3270	Multimedia Newswriting	3
Total Hours		9

- Foundational skills: Produce clear, concise, and compelling written and oral content for different audiences and purposes, from formal reports to digital media, with an emphasis on effectively conveying ideas and adapting messages to various settings.
- Theoretical skills: Identify, apply, and analyze major communication theories to better understand and predict human interaction and critically evaluate messages across various media to understand their meaning, influence, and ethical implications.
- Applied skills: Create and execute communication plans that achieve specific goals, applying ethical principles to communication practices in both personal and professional.
- Professional competencies: Demonstrate communication skills expected of a future professional to conceptualize, design, and create deliverables tailored to an intended career or area of specialty.