

ENTERTAINMENT BUSINESS CERTIFICATE (MEDIA C252)

FCC	LTC	OCC	✓ WVC
-----	-----	-----	--------------

The Entertainment Business certificate focuses on obtaining and conveying ideas and information in entertainment marketing to facilitate business operations utilizing traditional and new digital media formats. The certificate prepares individuals to function as professional sales associates, broadcast marketing consultants, and digital media managers.

First Semester	Credit Hours 17	Second Semester	Credit Hours 17
BMK 1203 Advertising	2	BRD 1203 Audio Production	3
BRD 1101 Introduction to Broadcasting	3	BRD 1208 Social Media	3
BRD 1215 Broadcasting & Digital Media Tech	3	BRD 2215 Digital Media Management	3
BRD 2217 Broadcast Journalism	3	BRD 2221 Radio/TV Internship	V2
BUS 1101 Introduction to Business	3	BRD 2225 Radio/TV Seminar	1
SPM 2110 Activity Planning	3	GEN 2297 Employment Skills	V2
		Humanities Gen Ed Elective	<u>3</u>
		Total Credit Hours	34

MEDIA COMMUNICATIONS CERTIFICATE (MEDIA C253)

The Media Communications certificate is designed to provide students with the skills to plan, coordinate, and implement marketing strategies, advertising, promotion, and public relations activities utilizing traditional and new digital media formats. The certificate prepares individuals to function as media advertising associates, broadcast communications consultants, announcers, and digital media managers.

First Semester	Credit Hours 14	Second Semester	Credit Hours 17
BMK 1203 Advertising	2	BRD 1207 Writing for Media	3
BRD 1101 Introduction to Broadcasting	3	BRD 1208 Social Media	3
BRD 1202 Broadcast Announcing	3	BRD 2215 Digital Media Management	3
BRD 2217 Broadcast Journalism	3	GEN 2297 Employment Skills	V2
SPM 2110 Activity Planning	3	JLM 1111 Survey of Mass Media	3
		Social Science Gen Ed Elective	<u>3</u>
		Total Credit Hours	31

SOCIAL MEDIA MANAGEMENT CERTIFICATE (MEDIA C254)

The Social Media Management certificate is designed to provide students with the skills to manage social media marketing strategies, advertising, promotion, and public relations activities utilizing traditional and new digital media formats. The certificate prepares individuals to function as public relations advisors, image managers, communications consultants, and digital media managers.

First Semester	Credit Hours 15	Second Semester	Credit Hours 15
BRD 1101 Introduction to Broadcasting	3	BRD 1207 Writing for Media	3
ENG 1111 Composition I OR		BRD 1208 Social Media	3
ENG 1201 Communications	3	BRD 2215 Digital Media Management	3
Math/Science Gen Ed Elective	3	BRD 2218 Sports Media	3
Social Science Gen Ed Elective	3	JLM 1111 Survey of Mass Media	<u>3</u>
Speech Gen Ed Elective	3		
		Total Credit Hours	30