

ENTERTAINMENT BUSINESS CERTIFICATE (MEDIA C252)

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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 18	Second Semester	Credit Hours 17
BRD 1101	Introduction to Broadcasting 3	BRD 1203	Audio Production 3
BRD 1215	Broadcasting & Digital Media Technology 3	BRD 1208	Social Media 3
BRD 2213	Broadcast Advertising & Sales 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	35

MEDIA COMMUNICATIONS CERTIFICATE (MEDIA C253)

The Media Communications certificate students 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 15	Second Semester	Credit Hours 17
BRD 1101	Introduction to Broadcasting 3	BRD 1207	Writing for Media 3
BRD 1202	Radio/TV Announcing & Performance 3	BRD 1208	Social Media 3
BRD 2213	Broadcast Advertising & Sales 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	32

SOCIAL MEDIA MANAGEMENT CERTIFICATE (MEDIA C254)

The Social Media Management certificate students 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 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