

RCTC PROGRAM PLAN

MASS COMMUNICATION CERTIFICATE

Certificate

I. PROGRAM CORE REQUIREMENTS.....24 CREDITS

ART 1290, Media Arts, 3 cr
COMM 1337, Social Media, 3 cr
COMM 2130, Team/Group Communication, 3 cr
COMM 1110, Introduction to Mass Communication, 3 cr
MCOM 1190, TV/Media Production, 3 cr
MCOM 1245, Writing for Mass Media, 3 cr
MCOM 2294, Internship, 3 cr
POLS 1615, Introduction to American Government, 3 cr

TOTAL.....24 CREDITS

PROGRAM OUTCOMES:

Upon completion of the Mass Communication program at RCTC, students will achieve the following outcomes:

- Apply research methods to address a range of media practices.
- Evaluate mass communication methods and originally produced content.
- Create media content that demonstrates the principles and practices of media aesthetics.
- Exhibit professionalism, collaboration and ethical behavior consistent with mass communications standards.

ADDITIONAL NOTES:

PURPOSE: The Mass Communication Certificate is designed for students to gain the entry-level knowledge and skills necessary to become a mass media communicator in today's modern media society. This certificate program will provide hands-on experience needed to be successful in this multi-platform storytelling field. You'll have the opportunity to gain digital audio/ visual and multimedia skills that will help you produce broadcast quality programming as well as social media content, while working both independently and collaboratively. Coursework will provide the foundational skills to enter the workforce for a career in television, radio, print, web, social and digital media, public relations or advertising.

Revised: 09/25/2018

Implementation: Fall 2018