



Mass Media Literacy Certificate

Certificate Requirements: 12 units

Foundation Block – Select 1

3

<u>COMM 131</u>	INTRODUCTION TO MASS COMMUNICATION
<u>PHILSPHY 121</u>	TRUTH AND THE MEDIA
<u>POLISCI 314</u>	MEDIA AND AMERICAN POLITICS

Industry Elective – Select 1

3

<u>COMM 202</u>	PRINCIPLES OF PUBLIC RELATIONS
<u>COMM 236</u>	INTRODUCTION TO CINEMA
<u>COMM 285</u>	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB
<u>COMM 327</u>	INTRODUCTION TO CORPORATE COMMUNICATION
<u>JOURNLSM 220</u>	FOUNDATIONS OF ADVERTISING
<u>JOURNLSM 224</u>	MEDIA CRITICISM
<u>JOURNLSM 227</u>	WRITING FOR NEWS MEDIA
<u>JOURNLSM 493G</u>	INTERNSHIP IN JOURNALISM
<u>JOURNLSM 493A</u>	INTERNSHIP ADVERTISING
<u>COMM 493C</u>	INTERNSHIP IN COMMUNICATION

Research Elective – Select 1

3

<u>COMM 275</u>	ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY
<u>COMM 485</u>	COMMUNICATION RESEARCH METHODS
<u>COMM 498R</u>	INDEPENDENT STUDY – UNDERGRADUATE RESEARCH



Theory Elective – Select 1

3

<u>COMM 345</u>	PERSUASION
<u>JOURNLSM 305</u>	HISTORY OF MASS COMMUNICATION
<u>JOURNLSM 309</u>	MEDIA ETHICS
<u>JOURNLSM 420</u>	LAW OF MASS COMMUNICATION
<u>JOURNLSM 430</u>	COMMUNICATION AND PUBLIC OPINION
<u>JOURNLSM 431</u>	MASS COMMUNICATION IN SOCIETY

Total Units

12