

COLLEGE OF ARTS AND SCIENCES

MEDIA LITERACY CERTIFICATE PROGRAM

Undergraduate Certificates

Undergraduate Certificates give students a grounding in a particular skill set, allowing them to supplement their major with learning in other disciplines. Each certificate aligns with National Association of Colleges and Employers (NACE) career readiness competencies, which include Communication, Equity and Inclusion, Leadership, and Technology. Each certificate culminates in an Applied Experience, an internship or service-learning course that involves students in applying their learning outside the classroom.

Some certificates include WCore and Honors courses, which can meet requirements both in the certificate and in WCore or Honors. Note that certificates are designed for undergraduates enrolled in a degree program, and only students completing certificates as part of a degree are eligible for financial aid.

Program Requirements

Advisor: Kim Zarkin

Complete all courses with a minimum grade of C-.

Requirement Description	Credit Hours	Prerequisites
I. Required Courses	8	
COMM 101 Disinformation in the USA COMM 240 Media and Society 4		
II. Elective	4	
Take one of the following: FILM 110 Making Sense of Movies 4 FILM/GNDR/LMW 378 Video Game Culture 4 FILM/GNDR/LMW 380 Podcasting 4		
III. Applied Experience	4	
Take one of the following courses: COMM 310 Business & Professional Communication 4 COMM 326 Introduction to Web Writing and Design 4 FILM 345 Video Production 4 MUSC 410 Audio Production and the Music Business 3		
Total Hours for the Media Literacy Certificate	15-16	

Double Dipping Between Certificate and Majors/Minors

“Double-dipping” here refers to (1) allowing students in a particular major or minor pursue a particular certificate and (2) allowing students who pursue a certificate alongside a major/minor to count a course toward both programs. The following guidelines relate to double-dipping between majors/minors and certificates that share courses. No other restrictions apply for programs that do not share courses with particular certificates.

Students in the following majors/minors and also concurrently pursuing the Media Literacy Certificate **MAY** count courses towards both programs:

- Music major or minor

Students in the following majors/minors **MAY NOT** concurrently pursue a Media Literacy Certificate:

- Communication major or minor