


# CERTIFICATE PROGRAMS IN MEDIA AND JOURNALISM

A certificate signifying a concentration of three or more courses in a related field of study is noted on a student's transcript. A limited number of students (within and outside the Hussman School) are admitted to each program.

## Certificate in Business Communication

The certificate in business communication is offered for students within and outside the Hussman School interested in careers in business journalism, corporate communication, advertising, and other fields where understanding and writing effectively about business are valued. Students must complete three courses (nine credit hours) to receive the certificate.

Additional information, including application and program requirements, can be found on the school's website (<http://hussman.unc.edu/ug/special-programs/#CERT>).


Code	Title	Hours
MEJO 467	Business Concepts for Communications	3
Complete two courses from the following options:		6
MEJO 475	Concepts of Marketing	
MEJO 541	Reporting & Writing About the Economy	
MEJO 542	Reporting & Writing About Business	
MEJO 550	Business and the Media	
MEJO 570	 Data Driven Journalism	
MEJO 630	Business News Wire <sup>H</sup>	
MEJO 631	Business Journalism Management <sup>H</sup>	
MEJO 652	Digital Media Economics and Behavior <sup>H</sup>	
<b>Total Hours</b>		<b>9</b>

<sup>H</sup> Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

## Certificate in Sports Communication

The program, aimed at leading the nation in educating young practitioners about important issues of sports in the United States and beyond, provides courses about sports and the media, offers internships and scholarships for students, and brings visiting lecturers to the school.

Additional information, including application and program requirements, can be found on the school's website (<http://hussman.unc.edu/ug/special-programs/#CERT>).

Code	Title	Hours
Complete three of the following six courses:		9
MEJO 129	 Sports Xtra	
MEJO 352	Sports Production and Broadcasting	
MEJO 376	Sports Marketing and Advertising	
MEJO 377	Sports Communication	
MEJO 455	Creative Sportswriting	

MEJO 476 Ethical Issues and Sports Communication

**Total Hours** 9

## Certificate in Health Communication and Marketing

This three-course certificate program prepares UNC Hussman undergraduate students majoring in advertising and public relations for careers in the healthcare industry - including jobs in the pharmaceutical, hospital, health insurance, agency, non-profit organizations and public health sectors. Students will develop subject matter expertise and interact with industry representatives, receiving a competitive advantage when entering the job market upon graduation.

Students should apply for the certificate program in their sophomore or junior years, in time to participate in an internship for the summer before their senior year.

Additional information, including application and program requirements, can be found on the school's website (<http://hussman.unc.edu/ug/special-programs/#CERT>).

Code	Title	Hours
<b>Requirements</b>		
MEJO 469	Health Communication and Marketing	3
MEJO 569	Behavioral Science in Health Communication	3
MEJO 669	Health Marketing Capstone	3
<b>Total Hours</b>		<b>9</b>

## Certificate in Fashion Communication and Marketing

This four-course certificate program provides UNC Hussman undergraduate majors and minors with subject matter expertise for brands and agencies based in the fashion and lifestyle industry. Based in Hussman's Workroom FashionMash program, students work to develop a robust fashion portfolio and network with industry representatives on professional projects. The certificate provides a competitive advantage when entering the job market upon graduation.

Hussman students should apply for the certificate program in their sophomore or junior years. Students accepted into the program also have access to international travel experiences to visit brand leaders at global companies. The program has organized trips to London, Paris, Milan, Florence, and Tokyo in past years.

Additional information, including application and program requirements, can be found on the school's website (<http://hussman.unc.edu/ug/special-programs/#CERT>).

Code	Title	Hours
<b>Requirements</b>		
MEJO 591	Workroom FashionMash Experiential Design	3
MEJO 592	Workroom FashionMash Product Design	3
MEJO 572	Art Direction in Advertising	3
MEJO 490	Special Topics in Mass Communication (Workroom FashionMash Editorial) <sup>H</sup>	3
<b>Total Hours</b>		<b>12</b>

H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.


Visit Program Website (<http://hussman.unc.edu/>)  
Carroll Hall, CB# 3365  
(919) 962-1204

## Certificate in Political Communication

This certificate program prepares UNC Hussman undergraduate students majoring in journalism, advertising, or public relations with specialized expertise attractive to a range of different employers including political campaigns, nonprofit organizations, the offices of elected representatives, journalism and media outlets, and political organizations. In this program, students will develop subject matter expertise in political communication and interact with political practitioners and political journalists, receiving a competitive advantage when entering the job market upon graduation.

Students should apply for the certificate program in their sophomore or junior years, in time to participate in the Washington Experience and semester internship experiences.

Additional information, including application and program requirements, can be found on the school's website (<http://hussman.unc.edu/ug/special-programs/#CERT>).

Code	Title	Hours
<b>Requirements</b>		
MEJO 144	Introduction to Political Communication	3
MEJO 244	Public Issues in the Platform Era	3
MEJO 593	 Washington D.C. In-Residence Semester	3
MEJO 644	Washington Experience <sup>H</sup>	3
<b>Total Hours</b>		<b>12</b>

H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

## Department Programs

### Majors

- Media and Journalism Major, B.A (<https://catalog.unc.edu/undergraduate/programs-study/media-journalism-major-ba/>).

### Minor

- Media and Journalism Minor (<https://catalog.unc.edu/undergraduate/programs-study/media-journalism-minor/>)

### Certificate Programs

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### Graduate Programs

- M.A. in Digital Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>) (Online)
- M.A. in Media and Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>)
- Ph.D. in Media and Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>)

## Contact Information

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