

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 school) are admitted to each program.

Certificate in Business Journalism

The certificate in business journalism is offered for students within and outside the school interested in a career in business reporting or editing as well as for students interested in careers in corporate communication and corporate advertising. Students interested in applying to the program should contact the director of the business journalism program. Students must complete three courses (nine credit hours) to receive the certificate.

Code	Title	Hours
Select three courses from the following list:		9
MEJO 541	Economics Reporting	
MEJO 542	Business Reporting	
MEJO 550	Business and the Media	
MEJO 570	 Data Driven Journalism	
MEJO 571	Social Media Analytics	
MEJO 630	Business News Wire ^H	
MEJO 631	Business Journalism Management ^H	
MEJO 652	Digital Media Economics and Behavior ^H	
Total Hours		9

^H 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. Students interested in applying to the program should contact the director of the sports communication program.

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 hospitals, pharmaceutical companies, healthcare marketing services firms, health insurance companies, and non-profit organizations. 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 the second semester of sophomore year or junior year, in time to participate in an internship program the summer before 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>).

Department Programs

Majors

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

Minor

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

Certificate Programs

- Certificate Programs in Media and Journalism (p. 1)

Graduate Programs

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

Contact Information

Hussman School of Journalism and Media

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

Dean

Raul Reis

Senior Associate Dean for Graduate Studies

Heidi Hennink-Kaminski
h2kamins@email.unc.edu

Senior Associate Dean for Undergraduate Studies

Charlie Tuggle
catuggle@email.unc.edu

Senior Director of Undergraduate Program

Stacy Outlaw
stacy.outlaw@unc.edu

Director, Academic Advising & Student Engagement

Sharon Jones
shjones@email.unc.edu