

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 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
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.

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
Requirements		
MEJO 469	Health Communication and Marketing	3
MEJO 569	Behavioral Science in Health Communication	3
MEJO 669	Health Marketing Capstone	3
Total Hours		9

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/>)
- 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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