

Certificate in Mass Communication (Accounts Management) - 5070

A. Required in Mass Communication Core	9
MCOM 1733 Introduction to Mass Media	
MCOM 2733 Writing for Media I	
MCOM 3853 Media Ethics and Law	
B. Required in Advertising/Public Relations Core	9
MCOM 3823 Advertising	
MCOM 3843 Advertising Copy and Layout	
MCOM 3893 Public Relations	
C. Management Core	9
MGMT 3013 Principles of Management	
MGMT 3043 Human Resources Management	
MGMT 4623 Leadership	
D. Required Electives	9
MCOM 3343 Imaging for Media	
MCOM 4813 Public Relations Writing	
Total Hours	33