

# CREATIVE COMMUNICATION CERTIFICATE REQUIREMENTS

| Code                                       | Title   | Units     |
|--|---|-----------|
| <b>Certificate Requirements - 15 units</b> |   |           |
| <b>Initial Core:</b>                       |   | <b>3</b>  |
| ACINDP 166                                 | INTRODUCTION TO CREATIVE ENTERPRISE                 |           |
| <b>Advanced Core:</b>                      |   | <b>3</b>  |
| COMM 228                                   | INTERPERSONAL COMMUNICATION                         |           |
| COMM 321                                   | NONVERBAL COMMUNICATION                             |           |
| <b>Producing Creative Works:</b>           |   | <b>6</b>  |
| COMM 238                                   | VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO           |           |
| JOURNLSM 241                               | ELECTRONIC MEDIA COPYWRITING                        |           |
| JOURNLSM 248                               | PUBLICATION LAYOUT                                  |           |
| JOURNLSM 303                               | FEATURE WRITING                                     |           |
| JOURNLSM 310                               | PUBLICATION PHOTOGRAPHY                             |           |
| JOURNLSM 425                               | ADVANCED ADVERTISING CREATIVE                       |           |
| <b>Applying Creativity:</b>                |   | <b>3</b>  |
| COMM 242                                   | COMMUNICATION AND TEAM BUILDING                     |           |
| COMM 373                                   | COMMUNICATING LEADERSHIP                            |           |
| COMM 463                                   | APPLIED COMMUNICATION IN HEALTH AND WELLNESS        |           |
| JOURNLSM 364                               | ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGEMENT |           |
| <b>Total Units</b>                         |   | <b>15</b> |