#### 1

# JOURNALISM, CERTIFICATE OF ACHIEVEMENT (C)

#### **Overview**

This certificate offers a fast-track introduction to the American news media and the expanding opportunities in web publication. Students immediately become media practitioners as they develop work for The Channels, SBCC's award-winning college news publication.

Skills mastered in this sequence of courses can be a first step toward a career as a reporter, editor, photographer, videographer, web publication or public relations specialist.

## Requirements

#### **Certificate of Achievement Requirements**

Complete all Department Requirements for the Certificate of Achievement with a cumulative grade point average (GPA) of 2.0 or better. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
Department Requirements		
JOUR 101	Reporting/Writing I	3
JOUR 121	The Channels: Reporting/Writing	3
JOUR/PHOT 190	Photojournalism	3
JOUR 122A	The Channels: Newswriting and Editing	4
or JOUR 123A	The Channels: Photojournalism	
or JOUR 123B	The Channels: Publication Design	
JOUR/MKT 135	Public Relations	3
JOUR/ENG 271NF	Creative Writing: Non-fiction	3
Total Units		19.00

# **Learning Outcomes**

- 1. Use news judgment to select, report, develop and publish journalism projects.
- 2. Develop publishable journalism works in multiple genres for multiple platforms: written articles, photographs, narrated photo galleries, video, and multimedia-interactive features.
- 3. Employ best practices of professional journalists in the areas of accuracy, fairness, balance, context and ethics.

### **Recommended Sequence**

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (https://www.sbcc.edu/counselingcenter/counselingappointments.php).