

# NEW MEDIA COMMUNICATION

## New Media Communication with Specialization in:

- Integrated Social Media Strategy
- Mobile Journalism

## Associate in Science Degree (CIP# 1609090200)

Valencia's A.S. Degree in New Media Communications with a specialization in Integrated Social Media Strategy prepares students to work as Social Media Strategists, New Media Coordinators, Social Media Content Developers, and serve in a variety of entry-level media communication roles in the creative, marketing, journalism, and communication industries. Students are provided with theoretical and classroom experience which closely parallels on-the-job activities in the social media industry.

**Declared Majors will be required to create social media accounts in semester 1 that will provide opportunities for analysis in MMC 2450 Data Literacy for Communicators.**

The Mobile Journalism specialization focuses on creating video, audio, and graphics content for the fast-paced world of news production. Students will learn to write, produce, edit, and upload stories from anywhere in the world. Topics include journalism, photography, on-camera performance, graphics creation, and video production. Students utilize state-of-the-art technology to prepare for work as a backpack journalist.

Students are strongly encouraged to consult a Student Success Coach in the department office for assistance in determining the best education plan for their career goals.

Although scheduling may not always provide for the following progression of courses, students should use the foundation, intermediate and advanced course sequences as a guide in program planning.

All degree-seeking students must satisfy entry testing requirements and satisfactorily complete all mandatory courses in reading, student success, mathematics, English, and English for Academic Purposes in which the student is placed.

## College Credit Technical Certificates

The New Media Communications A.S. degree also offers the following college credit certificate programs. These certificates can put you on the fast-track to reaching your career goals. They are designed to equip you with a specialized skill set for entry-level employment or to upgrade your skills for job advancement. Most can be completed in one year or less, and all of the courses in the certificates are embedded in the A.S. degree. You can earn the certificates as you progress through your A.S. Degree or as a separate, stand-alone credential. Click on the Certificate tab at the top of the page for more information about the certificates that are offered.

- Social Media Communication Support (18 credits) (CIP# 0609090200)

## Start Right

Degree-seeking students enrolling at Valencia for the first time will have a limited range of courses from which to choose for their first 18 college-level credits. Within the first 18 college credit hours, you will be required to take ENC1101 (3 credits), and if applicable, SLS 1122 (3 credits) and a mathematics course appropriate to your selected meta-major (3 credits). The remaining courses will be chosen from the General Education Core Courses in humanities (3 credits), science (3 credits), or social science (3 credits), and/or the introductory courses within the A.S. degree programs. For specific courses see the *Foundation Courses* on the "Program Requirements" tab. For course sequencing recommendations, see your Student Success Coach or create an education plan by logging into MyVC, clicking on the LifeMap tab and clicking My Education Plan.

## Potential Careers

- Social Media Strategists
- New Media Coordinators
- Social Media Content Developers

## Salary & Earnings Information

For career information related to this program, please visit **O\*Net OnLine** (<https://www.onetonline.org/>).

## Contacts

### Future Students

To learn more about this program, contact Enrollment Services at [enrollment@valenciacollege.edu](mailto:enrollment@valenciacollege.edu) or 407-582-1507

### Current Students

Your Student Success Coach contact information can be found in MyVC. Log into MyVC, click on the Courses tab, and check your Academic Profile information to find a link to your Coach.

### East Campus Faculty Program Chair

Courtney Lewis: 407-582-2234  
[clewis1@valenciacollege.edu](mailto:clewis1@valenciacollege.edu)

Kristol Bell, Student Success Coach, East Campus: 407-582-2097  
[kbell@valenciacollege.edu](mailto:kbell@valenciacollege.edu)

## Internship and Workforce Services

If you need assistance with job resources or in locating an internship, please visit: [valenciacollege.edu/internship](http://valenciacollege.edu/internship) (<https://valenciacollege.edu/internship/>).

## New Media Communication

### Foundation Courses

ENC 1101	FRESHMAN COMPOSITION I <sup>++~</sup>	3
JOU 1000	INTRODUCTION TO JOURNALISM	3
SLS 1122	NEW STUDENT EXPERIENCE ~	3
or TPA 1380	SURVEY OF ENTERTAINMENT TECHNOLOGY	
SPC 1017	INTERPERSONAL COMMUNICATION <sup>+</sup>	3
Humanities	See Gen. Ed. Core Requirements ~	3
PUR 2003	INTRODUCTION TO PUBLIC RELATIONS	3
DIG 2430C	DIGITAL STORYTELLING <sup>*</sup>	3

MMC 2150	WRITING FOR SOCIAL MEDIA *	3
Specialization Hours		36
Total Credit Hours		60

## Integrated Social Media Strategy Specialization

### Program Outcomes

- Demonstrate effective professional, interpersonal, and communication skills
- Demonstrate the fundamental skills of the writing process for varied mass and new media communication platforms
- Demonstrate appropriate technical, analytical, and evaluative skills for new media content creation, delivery, and social impact
- Utilize a variety of digital applications for the production and distribution of new media projects
- Demonstrate employability skills and participate in learning experiences relative to new media communication

## Integrated Social Media Strategy Specialization

DIG 2282C	VISUAL MEDIA ESSENTIALS	3
ENC 1102	FRESHMAN COMPOSITION II <sup>++~</sup>	3
JOU 2100C	NEWS REPORTING *	3
MGF 1130	MATHEMATICAL THINKING <sup>++~</sup>	3
MMC 2004	MASS MEDIA	3
MMC 2450	DATA LITERACY FOR COMMUNICATORS	3
MMC 2122	MEDIA CONVERGENCE	3
MMC 2212	COMMUNICATIONS LAW AND ETHICS	3
Social Sciences	POS 2041 <sup>+~</sup>	3
	or AMH 2010 U.S. History to 1877 <sup>+~</sup>	
	or AMH 2020 U.S. History 1877 to Present <sup>+~</sup>	
COM 2942	INTERNSHIP IN NEW MEDIA COMMUNICATIONS *	3
	or MMC 2733 SOCIAL MEDIA CAMPAIGNS-CAPSTONE	
Science	See Gen. Ed. Core Requirements <sup>++~</sup>	3
Elective Credits		3
Total Credit Hours		36

### Integrated Social Media Strategy Elective Courses

DIG 2930	SELECTED TOPICS IN DIGITAL MEDIA TECHNOLOGY	1-3
GRA 2930	SELECTED TOPICS IN GRAPHIC ARTS	1-3
JOU 2200	EDITING AND DESIGN	3
JOU 2930	SELECTED TOPICS IN JOURNALISM	1-3
MMC 2100	WRITING FOR MASS COMMUNICATION	3
MMC 2126C	RADIO AND PODCASTING	3
PGY 1800C	DIGITAL PHOTOGRAPHY	3
SLS 2940	SERVICE LEARNING	1-4
JOU 2041C	FEATURE WRITING *	3
MMC 2733	SOCIAL MEDIA CAMPAIGNS-CAPSTONE	3

+ This course must be completed with a grade of C or better.

\* This course has a prerequisite; check description in Valencia catalog.

~ This is a General Education course.

<sup>A2</sup> The 3 credit hours of internship can be taken in a single term or split into multiple terms.

Expand your career opportunities with a Bachelor's Degree in Business and Organizational Leadership (BASBOL) from Valencia. This degree builds on your skills, and prepares you for a supervisory or management role within your respective field. For more information, go to: Bachelor's Degree in Business & Organizational Leadership (<http://catalog.valenciacollege.edu/degrees/bachelorofscience/bas/>). Students who wish to continue their education should consult with a Student Success Coach to determine the best education plan for their career goals.

Students wishing to transfer credits from this program to another institution must accept responsibility for securing approval from the transfer institution for acceptance of this degree.

Specialized courses may not be offered every session or on every campus.

## Mobile Journalism Specialization

### Program Outcomes

- Produce professional quality journalism.
- Solve industry-related problems.
- Write and speak the language of the industry effectively.
- Demonstrate professional behavior.

Science	See Gen. Ed. Core Requirements <sup>++~</sup>	3
Mathematics	See Gen. Ed. Core Requirements <sup>++~</sup>	3
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN <sup>+</sup>	3
DIG 1452C	ANNOUNCING AND PERFORMANCE FOR MULTIMEDIA <sup>+</sup>	3
MMC 2126C	RADIO AND PODCASTING	3
DIG 2030C	DIGITAL VIDEO AND SOUND *	3
MMC 2100	WRITING FOR MASS COMMUNICATION	3
JOU 2041C	FEATURE WRITING *	3
Social Sciences	POS 2041 <sup>+~</sup> <sup>++~</sup>	3
	or AMH 2010 U.S. History to 1877 <sup>+~</sup>	
	or AMH 2010 U.S. History to 1877 <sup>+~</sup>	
JOU 2100C	NEWS REPORTING	3
COM 2942	INTERNSHIP IN NEW MEDIA COMMUNICATIONS	3
	or MMC 2733 SOCIAL MEDIA CAMPAIGNS-CAPSTONE	
MMC 2450	DATA LITERACY FOR COMMUNICATORS	3
Total Credit Hours		36

+ This course must be completed with a grade C or better.

\* This course has a prerequisite; check description in Valencia catalog.

~ This is a general education course.

## Social Media Communication Support

### Technical Certificate

This certificate prepares students to provide support and assistance to Social Media Communications professionals. The content includes writing for social media and visual media essentials.

### Program Outcomes

- Demonstrate effective professional, interpersonal, and intercultural communication skills.
- Demonstrate the fundamental skills of the writing process for varied mass and new media communication platforms.
- Demonstrate appropriate technical, analytical, and evaluative skills for new media content creation, delivery, and social impact.

Term 1		Credit Hours
MMC 2004	MASS MEDIA	3
ENC 1101	FRESHMAN COMPOSITION I <sup>+~</sup>	3
DIG 2282C	VISUAL MEDIA ESSENTIALS	3
<b>Credit Hours</b>		<b>9</b>
Term 2		Credit Hours
MMC 2450	DATA LITERACY FOR COMMUNICATORS	3
MMC 2150	WRITING FOR SOCIAL MEDIA *	3
SPC 1017	INTERPERSONAL COMMUNICATION	3
<b>Credit Hours</b>		<b>9</b>
<b>Total Credit Hours</b>		<b>18</b>

+This course must be completed with a grade of C or better.

\*This course has a prerequisite; check description in Valencia catalog.

#### Notes:

All certificate courses are offered on the East Campus; some courses are offered at other locations.

Specialized courses may not be offered every session or on every campus.