

NEW MEDIA COMMUNICATION

New Media Communication with Specialization in:

- Integrated Social Media Strategy
- Mobile Journalism

Associate in Science Degree (CIP# 1609049901)

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 Career Program Advisor 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# 0609049902)

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 Career Program Advisor or create an education plan by logging into Atlas, 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 or 407-582-1507

Current Students

Contact the Career Program Advisor below for more information.

East Campus

Courtney Lewis, Program Chair: 407-582-2234
clewis1@valenciacollege.edu (kpennino@valenciacollege.edu)

Kristol Bell, Career Program Advisor, East Campus: 407-582-2097
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/>).

New Media Communication

Foundation Courses

ENC 1101	FRESHMAN COMPOSITION I ⁺ ~	3
SLS 1122	NEW STUDENT EXPERIENCE ~	3
JOU 2100C	NEWS REPORTING	3
SPC 1608	FUNDAMENTALS OF SPEECH ~	3
Humanities	See Gen. Ed. Core Requirements ~	3
PUR 2003	INTRODUCTION TO PUBLIC RELATIONS	3
DIG 2430C	DIGITAL STORYTELLING *	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

ENC 1102	FRESHMAN COMPOSITION II ^{++~}	3
MMC 2004	MASS MEDIA	3
STA 2023	STATISTICAL METHODS ^{++~^}	3
SYG 2000	INTRODUCTORY SOCIOLOGY [~]	3
MMC 2450	DATA LITERACY FOR COMMUNICATORS	3
DIG 2282C	VISUAL MEDIA ESSENTIALS	3
MMC 2122	MEDIA CONVERGENCE	3
MMC 2212	COMMUNICATIONS LAW AND ETHICS	3
COM 2942	INTERNSHIP IN NEW MEDIA COMMUNICATIONS [*]	3
or MMC 2733	SOCIAL MEDIA CAMPAIGNS-CAPSTONE	
Elective Credits		9
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
MGF 1106	COLLEGE MATHEMATICS	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.

[^] Students who do not place directly into STA 2023 STATISTICAL METHODS should use STA 1001C INTRO TO STATISTICAL REASONING or MGF 1106 COLLEGE MATHEMATICS as their elective credit.

^{^2} 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 Career Program Advisor 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 or Math	See Gen. Ed. Core or Institutional Requirements ^{++~}	3
DIG 1940	PROFESSIONAL DEVELOPMENT FOR DIGITAL MEDIA ⁺	1
DIG 2000C	INTRO TO DIGITAL MEDIA & DESIGN ⁺	3
DIG 1452C	ANNOUNCING AND PERFORMANCE FOR MULTIMEDIA ⁺	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
POS 2041	U.S. GOVERNMENT	3
DIG 2580C	DIGITAL MEDIA PORTFOLIO REVIEW	1
DIG 2943	INTERNSHIP IN DIGITAL MEDIA ^{++*}	1
or MMC 2733	SOCIAL MEDIA CAMPAIGNS-CAPSTONE	
Elective Credits		9
Total Credit Hours		36

Mobile Journalism Electives

DIG 1102C	INTRODUCTION TO WEB PROGRAMMING ⁺	3
DIG 2100C	WEB ESSENTIALS ⁺	2
DIG 2284C	ADVANCED DIGITAL VIDEO AND SOUND ^{++*}	3
DIG 2291C	ADVANCED AUDIO VISUAL TECHNOLOGY ^{++*}	3
DIG 2292C	DIGITAL POST-PRODUCTION ^{++*}	3
DIG 2282C	VISUAL MEDIA ESSENTIALS	3

DIG 2930	SELECTED TOPICS IN DIGITAL MEDIA TECHNOLOGY ⁺	1-3
DIG 2941	INTERNSHIP EXPLORATION IN DIGITAL MEDIA ⁺ *	1-4
DIG 2943	INTERNSHIP IN DIGITAL MEDIA ⁺ *	1-4
DIG 2950C	DIGITAL MEDIA PROJECT ⁺ *	3
JOU 2200	EDITING AND DESIGN ⁺	3
JOU 2930	SELECTED TOPICS IN JOURNALISM ⁺	1-3
PGY 1800C	DIGITAL PHOTOGRAPHY ⁺	3
MMC 2733	SOCIAL MEDIA CAMPAIGNS-CAPSTONE	3

⁺ 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.

(GR) Denotes a Gordon Rule 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 ⁺ ~	3
DIG 2282C	VISUAL MEDIA ESSENTIALS	3
Credit Hours		9
Term 2		Credit Hours
MMC 2450	DATA LITERACY FOR COMMUNICATORS	3
MMC 2150	WRITING FOR SOCIAL MEDIA [*]	3
SPC 1608	FUNDAMENTALS OF SPEECH ⁺ ~	3
Credit Hours		9
Total Credit Hours		18

⁺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.