

# JOURNALISM - PUBLIC RELATIONS AND ADVERTISING, ONE-YEAR TECHNICAL CERTIFICATE

Curriculum Code #4150

Effective May 2023

Division of Arts and Humanities (<http://catalog.lorainccc.edu/academic-programs/arts-humanities/>)

The communications profession, especially journalism, has dramatically changed with the advent of social media. Many journalists have left the newsroom to start their own ventures in public relations, marketing, advertising and other related fields. Unfortunately, many of them face immense challenges because of their lack of knowledge in social media, marketing and advertising. Similarly, marketing and public relations graduates also experience the same challenges. A comprehensive certificate program covering all these four areas – journalism, public relations, marketing and advertising – will help these entrepreneurs launch their career goals. Lorain County Community College has articulation agreements with colleges and universities including programs offered by Lorain County Community College's University Partnership.

## First Year

Fall Semester		Hours
ECNM 152	PRINCIPLES OF MICROECONOMICS	3
ENGL 161	COLLEGE COMPOSITION I	3
JRNM 151	JOURNALISM I	3
JRNM 153	PRINCIPLES OF PUBLIC RELATIONS	3
SDEV 101	INTRODUCTION TO THE LCCC COMMUNITY <sup>1</sup>	1
<b>Hours</b>		<b>13</b>
Spring Semester		
ECNM 151	PRINCIPLES OF MACROECONOMICS	3
Select one of the following:		3
JRNM 152	JOURNALISM II	
JRNM 221	INTRODUCTION TO PHOTOJOURNALISM	
TCMN 278	FIELD PRODUCTION & ONLINE DISTRIBUTION	
JRNM 222	NEWSPAPER EDITING AND DESIGN <sup>2</sup>	3
JRNM 223	SOCIAL MEDIA FOR THE NEWSROOM <sup>2</sup>	4
MKRG 251	PRINCIPLES OF MARKETING <sup>2</sup>	3
<b>Hours</b>		<b>16</b>
Summer Semester		
MKRG 245 or MKRG 255	SOCIAL MEDIA MARKETING <sup>2</sup> or ADVERTISING & PROMOTION MANAGEMENT	3
<b>Hours</b>		<b>3</b>
<b>Total Hours</b>		<b>32</b>

1

A student must register for the orientation course when enrolling for more than six credit hours per semester or any course that would result in an accumulation of 13 or more credit hours.

2

Indicates that this course requires a prerequisite.

Program Contact(s):

**Clifford Anthony**  
440-366-7729  
[canthony@lorainccc.edu](mailto:canthony@lorainccc.edu)

For information about admissions, enrollment, transfer, graduation and other general questions, please contact your advising team (<https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling/>).

More program information can be found on our website. (<https://www.lorainccc.edu/liberal-and-creative-arts/journalism-and-communication/journalism-public-relations-and-advertising-one-year-certificate/>)

Program Learning Outcomes

1. Graduates of this program will join news media as reporters and copy editors or become entrepreneurs by starting home-based ventures or transfer the credits earned at LCCC to four-year universities.