

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>).