

# STRATEGIC MEDIA MANAGEMENT GRADUATE ACADEMIC CERTIFICATE

---

All required coursework must be completed with a grade of B or better (O-10-b (<https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/>)).

| Code               | Title                      | Hours     |
|--------------------|----------------------------|-----------|
| JAMM 510           | Emerging Media and Society | 3         |
| JAMM 520           | Social Media and Analytics | 3         |
| JAMM 530           | Trends in Media Law        | 3         |
| JAMM 535           | Media Entrepreneurship     | 3         |
| JAMM 540           | Media Planning & Strategy  | 3         |
| JAMM 545           | Audience Engagement        | 3         |
| <b>Total Hours</b> |                            | <b>18</b> |

## Courses to total 18 credits for this certificate

The School of Journalism and Mass Media (JAMM) curriculum for the Emerging Media MA will enable our students to learn the following values and skills to prepare them for work and citizenship in a diverse and global society:

### JAMM Values

1. Apply the principles and laws of freedom of speech and press in a global context and in the United States
2. Demonstrate an understanding of the multicultural history and role of professionals, individuals and institutions in shaping communications
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in gender, race, ethnicity, sexual orientation and ability, domestically and globally, across communication and media contexts
4. Understand concepts and apply theories in the use and presentation of images and information
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

### JAMM Skills

1. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
2. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
3. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
4. Apply basic numerical and statistical concepts
5. Apply tools and technologies appropriate for the communications professions in which they work