

# Graduate Certificate in Interactive Media

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The Graduate Certificate in Interactive Media prepares early to mid-career professionals in the journalism and strategic communication fields to work in the rapidly changing newsrooms, media organizations, corporate communications offices and non-profit organizations. The certificate prepares students in the use of interactive, digital and social media. It provides insights into how people perceive and process digital messages. Students will investigate the psychological, social, ethical and legal issues regarding the roles and effects of digital news, advertising and public relations on society.

Objectives of certificate:

- Understanding the rapidly changing technology and role of analytics in journalism and strategic communication
- An understanding of the importance of audience engagement and development
- The skills to create an interactive media plan in their given organizations

## Requirements

The certificate consists of 15 hours divided over three core courses and two electives.

### Required Courses

|            |                                     |   |
|------------|-------------------------------------|---|
| JOURN 7262 | Digital Strategy I                  | 3 |
| JOURN 7462 | Emerging Technologies in Journalism | 3 |
| JOURN 7700 | Engaged Journalism                  | 3 |

### Electives

|            |   |   |
|------------|---|---|
| JOURN 7252 | Branded Strategic Storytelling          | 3 |
| JOURN 7510 | Visual Communications                   | 3 |
| JOURN 7812 | Online Audience Development             | 3 |
| JOURN 7736 | Changing Media Business Models          | 3 |
| JOURN 8022 | Data Essentials for Media Professionals | 3 |

## Admissions

- Completed baccalaureate or advanced degree from a regionally accredited institution
- Minimum GPA of 3.00 on the last 60 credit hours of undergraduate education
- Three letters of recommendation

Certificate web site: <https://journalism.missouri.edu/>