



NEW MEDIA COMMUNICATION, ASSOCIATE OF SCIENCE

Program Code: 2512

Career Pathway: Arts, Humanities, Communication & Design

Location(s): General Education courses are offered at all BC locations. Program specific courses are offered at Judson A. Samuels South Campus and North Campus. (<https://www.broward.edu/about/locations/>)

Program Entrance Requirements: HS Diploma or GED

Program Description: The Associate in Science degree in New Media Communication is designed to develop students' knowledge and skills to navigate the changing communication landscape and acquire the appropriate business acumen for employment as Communication Specialists, New Media Coordinators, Digital Journalists, and/or entry-level Communication Managers.

1. Social Media Writing, Technical Certificate 6356
2. New Media Communication, Associate of Science 2512
3. Bachelor of Applied Science

Course	Title	Credits	6356
Course ENC1101	Title COMPOSITION I	Credits 3	6356
Course MMC1000	Title INTRO TO MASS COMMUNICATION	Credits 3	6356 X
Course GE Course	Title General Education Speech	Credits 3	6356
Course COM2336	Title COMPUTER MEDIATED COMMUNICATION	Credits 3	6356 X
Course GE Course	Title General Education Mathematics Core (MGF1130 recommended)	Credits 3	6356
Course MMC2121	Title WRITING FUNDAMENTALS FOR COMMUNICATORS	Credits 3	6356 X
Course CGS1060C	Title COMPUTER AND INTERNET LITERACY ¹	Credits 3	6356
Course COM2370	Title NEW MEDIA COMMUNICATION APPLICATIONS I	Credits 3	6356 X
Course COM2372	Title NEW MEDIA COMMUNICATION FOR BUSINESS	Credits 3	6356 X
Course COM2371	Title NEW MEDIA COMMUNICATION APPLICATIONS II	Credits 3	6356 X
Course AMH2010 or AMH2020 or POS2041	Title HISTORY OF THE UNITED STATES TO 1877 or HISTORY OF THE UNITED STATES SINCE 1877 or NATIONAL GOVERNMENT	Credits 3	6356
Course PGY1801C	Title PHOTOSHOP DESIGN	Credits 3	6356
Course GE Course	Title General Education Natural Science Core (BSC1005 recommended)	Credits 3	6356
Course GRA1144C	Title WEB PUBLISHING	Credits 3	6356
Course GRA2134C	Title USER EXPERIENCE INTERFACE DESIGN	Credits 3	6356
Course PGY1802C	Title DIGITAL PHOTOGRAPHY	Credits 3	6356
Course PSY2012	Title GENERAL PSYCHOLOGY	Credits 3	6356
Course PHI2010	Title INTRODUCTION TO PHILOSOPHY	Credits 3	6356
Course COM2412	Title COMMUNICATION METHODS AND CULTURE	Credits 3	6356

Course COM2941	Title NEW MEDIA COMMUNICATION INTERNSHIP	Credits 3	6356
Total Credits		60	6356 18

¹ The Digital Literacy requirement must be met by successfully passing CGS1060C (<https://catalog.broward.edu/search/?P=CGS1060C>) COMPUTER AND INTERNET LITERACY, testing out, or completing a Credit for Prior Learning portfolio. Students that test out CGS1060C (<https://catalog.broward.edu/search/?P=CGS1060C>) COMPUTER AND INTERNET LITERACY can take ENC1102 (<https://catalog.broward.edu/search/?P=ENC1102>) COMPOSITION II.

Notes: See General Education course information here (<https://catalog.broward.edu/programs-study/aa-general-education-graduation-requirements/>).

In accordance with Florida Statute and Florida Administrative Code, students may need to satisfy the Civic Literacy Graduation Requirement. Visit the Civic Literacy Graduation Requirement page at broward.edu/civic-literacy (<https://students.broward.edu/resources/civic-literacy/>).

Students are strongly encouraged to meet with an advisor (<https://students.broward.edu/resources/advising/>) to create a personalized educational plan.

Program Highlights

Credit for Prior Learning

Accelerate your path to completion with these options:

- Credit by exam
- Earned industry certifications
- Prior Learning Assessment
- And much more...

Related Industry Certifications

Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

Get an Internship

After completing your first year of coursework make sure to visit Employment Solutions (<https://broward.edu/career/>) for internship opportunities and helpful tools like virtual job shadow, to help take your career to the next level!

- Get an Internship (<http://broward.edu/studentresources/career/Pages/Find-a-job-or-internship.aspx>)
- Virtual Job Shadow Tool (<http://www.broward.edu/studentresources/career/Pages/default.aspx>)

Median Wage and Job Growth Outlook

Broward College has Career Coach (<https://www.broward.edu/careercoach/>)! It is designed to help you find a good career by providing the most current local data on wages, employment, job postings, and associated education and training.

Fund Your Education

This program is Financial Aid (<https://www.broward.edu/admissions/financial-aid/>) eligible. Scholarships (<https://www.broward.edu/admissions/financial-aid/scholarships/>) may be available. This program is part of the Career Source Broward ITA List (<https://ita.careersourcebroward.com/>).

Program Learning Outcomes

Graduates from this program will:

- Graduates will demonstrate effective professional, interpersonal, and intercultural communication skills.
- Graduates will demonstrate the fundamental skills of the writing process for varied mass and new media communication platforms.
- Graduates will be able to use multiple new media platforms to design organizational/ communication plan for business or social venture.
- Graduates will be able to apply techniques to various types of new media channels to ensure successful use and maximum persuasion.