Certificate Program in Communication Arts

For those who have completed lower, or upper secondary school, or diploma degree or its equivalent.

(1) Program Structure

The program requires at least 5 courses or 30 credits comprising the following:

Area-specific Courses

5 courses

(30 credits)

(2) Program Details

Area-specific Courses 5 courses (30 credits)

Core Courses 1 courses

15231 Introduction to Mass Media

Area-specific Courses 4 courses

Journalism Group

- 16338 News Gathering and Writing
- 16339 News Reporting and Editing
- 16440 Journalistic Writing*
- 16441 Journalism Publishing*

Radio Broadcast Group

- 16343 Radio Script Writing
- 16344 Radio Performance*
- 16445 Radio Broadcast and Radio Online Programming
- 16446 Radio Production*

Television Group

- 16374 Message Design for Television Production
- 16419 Television Programming
- 16448 Creativity in Basic Television Production*
- 16449 Creativity in Advance Television Production*

Film Group

- 16350 Photography and Film Arts
- 16351 Film Theory and Criticism
- 16423 Advanced Film Production*
- 16452 Basic Film Production*

Advertising Group

15205 Principles of Public Relations and Advertising

16354 Advertising Media

16426 Creative Advertising*

16455 Advertising Campaigns and Production*

Public Relations Group

15205 Principles of Public Relations and Advertising

16356 Public Relations Strategies

16457 Public Relations Writing*

16458 Media Production for Public Relations*

