

# MEDIA AND LEADERSHIP, CERTIFICATE IN (GRADUATE CERTIFICATE)

The graduate Certificate in Media and Leadership is a 12-credit hour program designed to prepare students for leadership roles in communications organizations. Students will learn about the principles of leadership and results-driven decision-making. The certificate program will educate students in the legal and ethical issues affecting media industries. Students will learn to foster diversity and inclusion in the workplace. Graduates will be prepared to lead communications' organizations across a variety of sectors. All courses are offered online.

## Student learning outcomes

Upon completion of this certificate, graduates will be able to demonstrate the following skills.

### SLO1: Core skills

Students graduating with this certificate will demonstrate an understanding of practical skills necessary in media law and ethics.

### SLO2: Leadership skills

Students graduating with this certificate will demonstrate leadership skills necessary in contemporary media fields.

### SLO3: Tailored skills

Students graduating with this certificate will master written and multimedia platforms, including modern tools and technologies, to communicate clearly and effectively to inform and engage audiences in mass communication fields such as journalism or strategic communication.

## VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the Graduate School website (<http://www.graduate.vcu.edu/>) and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the **academic regulations section for additional information on academic regulations for graduate students.** (<https://bulletin.vcu.edu/academic-regs/>)

## Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the **academic regulations section for additional information on graduation requirements.** (<https://bulletin.vcu.edu/academic-regs/grad/graduation-info/>)

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

## Admission requirements

| Degree:     | Semester(s) of entry: | Deadline dates: | Test requirements: |
|-------------|-----------------------|-----------------|--------------------|
| Certificate | Fall                  | May 1           |                    |

In addition to the general admission requirements of the VCU Graduate School (<https://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>), the following should be submitted to Graduate Admissions.

- Application form and application fee
- Official undergraduate transcripts from all schools attended
- A resume stating relevant work experience
- An undergraduate degree in a relevant field or a degree in a non-related field with relevant work experience
- Three work samples
- Responses to five questions from the admissions committee
- URL where committee members can learn more about the applicant

For international students, the following is required:

- An official transcript evaluation from a recognized foreign educational credentials evaluation service accredited by the National Association of Credential Evaluation Services or the American Association of Collegiate Registrars and Admissions Officers
- A Test of English as a Foreign Language minimum composite score of 100 for the Internet Based Test or 600 for the paper-based test; or an International English language Testing System minimum score of 6.5 on the academic exam
- A minimum score of 68 on the VCU English Language Program Compression test (Students who do not achieve a score of 68 will be placed in the appropriate level English language proficiency courses.)

Note: No transfer credit hours are accepted for this certificate program. Credits from a degree already awarded cannot be applied toward the certificate.

## Degree requirements

The curriculum will prepare students to demonstrate higher level skills and critical thinking for communication in the areas of media law and ethics, as well as leadership. Course work will focus on the legal and

ethical framework of modern media and practice and decision-making in executive communications. Students will gain an understanding of mass media, journalism and/or strategic communication practice.

| Course                                 | Title  | Hours     |
|--|--|-----------|
| <b>Required courses</b>                |  |           |
| MASC 675                               | Leadership in Action                               | 3         |
| MASC 676                               | Media Law and Ethics                               | 3         |
| <b>Electives</b>                       |  |           |
| Select six credits from the following: |  | 6         |
| MASC 600                               | Managing Your Media Career                         |           |
| MASC 611                               | Communication Research                             |           |
| MASC 618                               | Media Economics and Management                     |           |
| MASC 643                               | Digital Management and Analytics                   |           |
| MASC 645                               | Digital Production                                 |           |
| MASC 654                               | Persuasion   |           |
| MASC 679                               | Writing Across Modern Media                        |           |
| MASC 682                               | Media Mechanics                                    |           |
| MASC 683                               | Strategic Communications in the Global Environment |           |
| MASC 685                               | Strategy   |           |
| MASC 687                               | Entrepreneurial Media Management                   |           |
| MASC 691                               | Topics in Mass Communications                      |           |
| <b>Total Hours</b>                     |  | <b>12</b> |

The minimum number of graduate credit hours required for this certificate is 12.

#### Contact

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**Program website:** robertson.vcu.edu (<http://www.Robertson.vcu.edu>)