Nicholson School of Communication & Media is pleased to offer a variety of minors and certificates to undergraduate students.

HEALTH COMMUNICATION CERTIFICATE
This certificate is designed to provide students with health-related fields training in facilitating health communication processes and allow students to demonstrate conceptual and applied knowledge about the flow of communication in health care.

**Required Courses**
- COM 4022 Health Communication
- COM 4550 Public Communication Campaigns
- MMC 2004 Mass Media
- PUR 4000 Public Relations

**Restricted Electives**
(3 hours required, choose one course option)
- ANT 4408 Culture, Disease, and Healing
- ANT 4462 Medical Anthropology
- COM 4120 Organizational Communication
- COM 3330 Computer Mediated Communication
- HSA 3012 Issues & Trends in Public Health
- HSA 3111 U.S. Health Care Systems
- HSC 4201 Community Health
- RTV 4403 Electronic Media, Technology & Society
- SPC 4540 Attitudes and Communication

Only 6 credit hours can be used to satisfy Health Communication Certificate and Human Communication Major. For more details visit an advisor.

HISPANIC/LATINO MEDIA CERTIFICATE
This certificate provides students in media-related fields training on how to serve diverse audiences as well as allows non-communication students to demonstrate that they have conceptual and applied knowledge about the roles of Hispanic/Latino media and how it impacts a growing multicultural environment.

**Required Courses**
- MMC 4303 Hispanics in Media in the U.S.

**Restricted Electives**
(Choose one specialty)

**Specialty 1: Latin American & U.S. Hispanic Culture and Media**
- LAS 3101 Latin American Popular Culture
- LAS 3002 Topics in Latin American Studies

**Specialty 2: Spanish Language Media**
- JOU 3951 Knightly Latino: Spanish Language News
- SPT 3805 Spanish Translation and Interpretation for Mass Communication
- SPN 4410 Advanced Spanish Conversation

Only 6 credit hours can be used to satisfy Health Communication Certificate and Human Communication Major. For more details visit an advisor.

JOURNALISM STUDIES MINOR
The magazine journalism minor prepares students for exciting careers in the field of magazine publishing. With hands-on courses in writing, editing, design and production, students have the opportunity to work on NSCM Centric which is published each fall and spring. Not open to advertising-public relations, journalism or radio-television majors. You must meet Grammar proficiency and have a minimum of a 2.5 GPA to declare the minor.

**Required Courses**
- JOU 2100C News Reporting
- JOU 3510 Magazine Publishing
- JOU 4447 Magazine Editing and Production

**Restricted Electives**
(9 hours required, choose three course options)
- ENC 3310 Magazine Writing I
- JOU 3201 Editing I
- JOU 3370 Social Media Writing for Magazines
- JOU 4211C Informational Graphics
- JOU 4213C Page Design
- JOU 4300 Feature Writing
- JOU 4340C Online Journalism I

JOURNALISM STUDIES MINOR
This minor is well suited for students who seek to better understand the role journalism plays in society as well as the forces that shape journalism. A key component of this minor is media literacy, which is the ability to thoughtfully analyze messages disseminated through the news media. Not open to advertising-public relations, journalism or radio-television majors. A minimum GPA of 2.0 is required to satisfy minor requirements.

**Required Courses**
- JOU 3004 History of American Journalism

**Restricted Electives**
(15 hours required, choose five course options)
- JOU 3015 Principles of Journalism
- JOU 3304 Journalism Readings
- JOU 3510 Magazine Publishing
- JOU 4700 Journalism Ethics
- MMC 2004 Mass Media
- MMC 3200 Mass Communication Law
- MMC 4300 International Media
- VIC 3001 Visual Communication
**HUMAN COMMUNICATION MINOR**

This minor allows students to develop critical thinking skills, gain an understanding of cultural and gender-related differences in how people communicate, and sharpen their marketable skills. **Not open to advertising-public relations, journalism, radio-television, communication and conflict, or human communication majors. A minimum GPA of 2.0 is required to satisfy minor requirements.**

**Required Courses**
- COM 3003 Exploring Human Communication
- COM 3311 Communication Research Methods
- COM 4120 Organizational Communication
- SPC 3301 Interpersonal Communication

**Restricted Electives**
(9 hours required, choose three course options)
- COM 3311 Communication Research Methods
- PUR 4400 Crisis Communication

**INTERCULTURAL COMMUNICATION MINOR**

The minor allows students to gain an understanding of communicating through a wide variety of cultural contexts. **A minimum GPA of 2.0 is required to satisfy minor requirements. Lower division courses taken at a different institution do not substitute for upper division courses.**

**Required Courses**
- COM 4461 Intercultural Communication
- COM 4934 Topics in Intercultural Communication

**Restricted Electives**
- Track B: Study Local (9 hours required below)
  - ANT 3241 Magic, Ritual, and Belief
  - ANT 3302 Sex, Gender and Culture
  - ANT 3610 Language and Culture
  - ANT 4480 Global Health in Anthropological Perspective
  - ANT 4702 Culture, Inequality and Global Development
  - COM 4014 Gender Issues in Communication
  - COM 4563 Principles of Social Innovation and Activism
  - FIL 3831 Black Cinema
  - FIL 3842 International Cinema
  - FIL 3845 World Cinema Traditions
  - MMC 4300 International Media
  - RTV 4403 Electronic Media, Technology and Society
  - SYD 3700 Race and Ethnicity
  - SYO 4323 Community and Diversity
  - SYP 4454 Global Inequality and Society
  - WST 3460 Women Race and Struggle

- Track B: Study Local (3 hours required)
  - COM 3906 Honors in the Major
  - COM 4912 Research
  - COM 4941 Internship
  - COM 4945 Practicum

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**STRATEGIC COMMUNICATION MINOR**

The minor incorporates Public Relations and Communication and provides the tools to communicate effectively. **Not open to advertising-public relations, journalism, radio-television, communication and conflict, or human communication majors. A minimum GPA of 2.0 is required to satisfy minor requirements.**

**Required Courses**
- COM 3311 Communication Research Methods
- PUR 4400 Crisis Communication

**Select one**
- ADV 3008 Principles of Advertising
- PUR 4000 Public Relations

**Select one**
- COM 4022 Principles of Health Communication
- SPC 4540 Persuasion and Communication

**High Impact Immersion Experience (Select one)**
- PUR 4941 Internship
- PUR 4906 Independent Study
- PUR 4912 Directed Independent Research

**Restricted Electives (select one)**
- ADV 3008 Principles of Advertising
- COM 3802 Communication and Conflict
- COM 4022 Principles of Health Communication
- COM 4110 Business and Professional Communication
- COM 4120 Organizational Communication
- COM 4462 Conflict Management
- MMC 3200 Mass Communication Law
- MMC 3630 Social Media as Mass Communication
- PUR 3210 Communication Approach to Corporate Social Responsibility
- PUR 4000 Public Relations
- PUR 4014 Preparing for Public Relations Certification
- PUR 4801 Public Relations Case Study
- RTV 3007 Development and Structure of Media and New Technology
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**STRATEGIC COMMUNICATION CERTIFICATE**

The certificate incorporates Public Relations and Communication and provides the tools to communicate effectively. **Not open to advertising-public relations, journalism, radio-television, communication and conflict, or human communication majors. A minimum GPA of 2.0 is required to satisfy certificate requirements.**

**Required Courses**
- COM 3311 Communication Research Methods
- PUR 4400 Crisis Communication

**Select one**
- ADV 3008 Principles of Advertising
- PUR 4000 Public Relations

**Select one**
- COM 4022 Principles of Health Communication
- SPC 4540 Persuasion and Communication

**High Impact Immersion Experience (Select one)**
- PUR 4941 Internship
- PUR 4906 Independent Study
- PUR 4912 Directed Independent Research

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**COM 3311** Communication Research Methods
**PUR 4400** Crisis Communication
**ADV 3008** Principles of Advertising
**PUR 4000** Public Relations
**COM 4022** Principles of Health Communication
**SPC 4540** Persuasion and Communication
**PUR 4941** Internship
**PUR 4906** Independent Study
**PUR 4912** Directed Independent Research

**COM 3802** Communication and Conflict
**COM 4110** Business and Professional Communication
**COM 4120** Organizational Communication
**COM 4462** Conflict Management
**MMC 3200** Mass Communication Law
**MMC 3630** Social Media as Mass Communication
**PUR 3210** Communication Approach to Corporate Social Responsibility
**PUR 4000** Public Relations
**PUR 4014** Preparing for Public Relations Certification
**PUR 4801** Public Relations Case Study
**RTV 3007** Development and Structure of Media and New Technology
CINEMA STUDIES MINOR
The minor is designed for students who would like to learn about the studies and theories of film. A grade of “C” (2.0) or better is required in all courses used to satisfy the minor. Internship and independent study cannot be used to satisfy minor and 12 credit hours must be earned at UCF.

Required Courses
- FIL 1000 Cinema Survey
- FIL 2030 History of Motion Pictures

Restricted Electives
(12 hours required, choose four course options) Can use other cinema studies courses approved by an advisor.
- FIL 1007 Foundations of Story
- FIL 1008 Cinematic Expression I
- FIL 3006 Art of Cinema
- FIL 3036 Film History I
- FIL 3037 Film History II
- FIL 3051 Avant-Garde Cinema
- FIL 3072C Cinema in the 1940’s and 1950’s
- FIL 3073C Cinema in the 1960’s and 1970’s
- FIL 3074C Cinema 1980’s to the Present
- FIL 3304C Documentary Vision
- FIL 3307 Docudrama
- FIL 3363C Film Documentary
- FIL 3462C Cinematic Expression II
- FIL 3826 American Cinema
- FIL 3831 Black Cinema
- FIL 3841 French New Wave Cinema
- FIL 3842 International Cinema
- FIL 3845 World Cinema Traditions
- FIL 3847 Latin American Cinema
- FIL 3850 Cinema Directors
- FIL 3871 The American Film Artist
- FIL 3880C Images of Women in Film
- FIL 4057C Hollywood Cinema
- FIL 4647 Film Production Management
- FIL 4830 Motion Picture Genre

MASS MEDIA MINOR
The minor incorporates media studies by taking courses related to advertising, journalism and radio-television. Not open to advertising-public relations, journalism or radio-television majors. A minimum GPA of 2.0 is required in all courses used to satisfy the minor. Grades below a “C” will not be accepted in the minor.

Required Courses
- MMC 2004 Mass Media
- RTV 3007 Development & Structure of Electronic Media & New Technology

Restricted Electives
(12 hours required, choose four course options)
- ADV 3008 Principles of Advertising
- ADV 4103 Radio-Television Advertising
- ADV 4300 Media Planning
- FIL 2030 History of Motion Pictures
- FIL 3006 Art of the Cinema
- JOU 3004 History of American Journalism
- JOU 3015 Principles of Journalism
- JOU 4700 Journalism Ethics
- MMC 3200 Mass Communication Law
- MMC 3630 Social Media as Mass Communication
- MMC 4300 International Media
- MMC 4602 Contemporary Media Issues
- RTV 3511 Production Fundamentals & Aesthetics of Electronic Media
- RTV 4403 Electronic Media, Technology, & Society
- RTV 4503 Sports Programming in Electronic Media
- RTV 4700 Regulation of Broadcasting

Digital Media Minor
This minor allows students to gain a foundation in digital media software, and allows students to tailor upper level courses based on their interest. A minimum grade of “C” (2.0) or better is required in each course used to satisfy the minor, except in DIG 2000 where a “B” (3.0) or better is required. Internship and independent study cannot be used to satisfy minor. 12 credit hours must be earned at UCF.

Required Courses
- DIG 2000 Intro to Digital Media
- DIG 2030 Digital Video Fundamentals
- DIG 2109 Digital Imaging Fundamentals
- DIG 2500 Fundamentals of Interactive Design

Restricted Electives
(6 hours required, choose two course options) See academic advisor regarding other possible course options.
- DIG 3024 Digital Cultures & Narratives
- DIG 3043 Evolution of Video Games
- DIG 3134 Server side Scripting
- DIG 3480 Computer as a Medium
- DIG 3525 Digital Media Production I
- DIG 3716 Client-Side Scripting
- DIG 3811 User Centered Design
- DIG 4630C Creative Industries
- DIG 4713 Game Design
- DIG 4780C Modeling for Realtime Systems

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