



# SKILL CERTIFICATE IN MEDIA COMMUNICATION

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## In Workflow

1. LANG Chair (aimeea@cos.edu)
2. LANG Dean (franciscoc@cos.edu)
3. Curriculum Coordinator Technical Review (sarahha@cos.edu)
4. Articulation Officer (mainouh@cos.edu)
5. Academic Resources Specialist (danielal@cos.edu)
6. LANG Representative (LANG Representative@cos.edu)
7. LANG Representative (aimeea@cos.edu)
8. Vice President of Academic Affairs (jessew@cos.edu)
9. Curriculum Coordinator CC Vote Prep (sarahha@cos.edu)
10. Curriculum Committee Action Item (danielal@cos.edu)
11. Academic Senate President (juana@cos.edu)
12. Board of Trustees (danielal@cos.edu)
13. Chancellor's Office (danielal@cos.edu)
14. Banner (danielal@cos.edu)

## Approval Path

1. Wed, 01 Apr 2026 16:14:47 GMT  
Aimee Ahle (aimeea): Approved for LANG Chair
2. Wed, 01 Apr 2026 18:45:22 GMT  
Francisco Castillo (franciscoc): Approved for LANG Dean
3. Tue, 07 Apr 2026 22:55:42 GMT  
Sarah Harris (sarahha): Approved for Curriculum Coordinator Technical Review
4. Wed, 08 Apr 2026 15:36:39 GMT  
Mainou Her (mainouh): Approved for Articulation Officer
5. Thu, 09 Apr 2026 20:56:31 GMT  
Daniel Alvarado (danielal): Approved for Academic Resources Specialist
6. Fri, 10 Apr 2026 18:33:37 GMT  
Daniel Alvarado (danielal): Approved for LANG Representative
7. Fri, 10 Apr 2026 20:59:28 GMT  
Aimee Ahle (aimeea): Approved for LANG Representative
8. Wed, 29 Apr 2026 20:56:14 GMT  
Jesse Wilcoxson (jessew): Approved for Vice President of Academic Affairs
9. Wed, 29 Apr 2026 22:15:05 GMT  
Sarah Harris (sarahha): Approved for Curriculum Coordinator CC Vote Prep

## History

1. Apr 14, 2020 by Judy Menezes (judyh)
2. Jun 1, 2021 by Daniel Alvarado (danielal)
3. Dec 10, 2024 by Sarah Harris (sarahha)
4. Dec 20, 2024 by Daniel Alvarado (danielal)
5. Jan 14, 2026 by Daniel Alvarado (danielal)

## Program Inactivation Proposal

Date Submitted: Wed, 01 Apr 2026 16:14:18 GMT

**Viewing: Skill Certificate in Media Communication**

**Last approved: Wed, 14 Jan 2026 16:24:04 GMT**

**Last edit: Wed, 01 Apr 2026 16:14:17 GMT**

Changes proposed by: aimeea

**Final Catalog**

2026-2027



### Rationale for Inactivation

No students have earned or declared this certificate in many years. One of the required courses has also been deactivated due to low enrollment (JOUR 11).

### Proposer and Co-Contributor(s):

#### Proposer:

Name:	Email:
Aimee Ahle	aimeea@cos.edu

### General

#### Credit Status:

Credit

#### Program Award:

Skill Certificate (15.5 units or less)

#### Department:

Journalism

#### Program Title

Skill Certificate in Media Communication

#### Program Goal:

CTE

#### Secondary Program Goal

Local

#### Distance Ed Program:

No

#### Catalog Description:

This certificate is for students who want to acquire specific and highly marketable journalism/communication/leadership skills for non-media employment and for students who want entry level employment and internships in mass media/journalism. Depending on a student's focus, students completing this certificate will acquire skills in basic reporting and writing, basic photography and videography including live streaming, podcasting, professional social media and marketing, basic InDesign, simple event planning, and introductory leadership. This certificate may be completed by students on their way to a four-year degree who want gainful employment in a media field during college. It also trains students in soft skills.

#### Career and Transfer Opportunities:

### Career Opportunities

Upon successful completion of this certificate, students will be prepared for jobs for which these add-on skills are highly desirable but do not comprise the primary job description. In addition, students will be prepared for employment in the following fields: entry level employment as a beginning reporter/photographer on a community or mid-sized newspaper, newsletter editor, beginning public relations writer, and social media editor for a business or government agency. Students will also be prepared for internships at area television and radio stations and other mid-sized media outlets. This certificate could be completed on the way to four-year degree.

### Program Outcomes

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### Program Outcomes

- Write an accurate and timely basic news story or press release
- Create and edit digital media, including publishable photos, video clips, and use of basic InDesign
- Identify good leadership qualities



- Understand effective social media for businesses and governmental agencies
- Plan a basic promotional event

## Program Requirements:

### Requirements

## Program Requirements

Code	Title	Units
REQUIRED CERTIFICATE COURSES		
JOUR 001	Writing for New Media	3
JOUR 011	Introduction to Digital Photography	3
JOUR 114	Editorial Board: Beginning	2
JOUR 115	Editorial Board: Intermediate	2
JOUR 116	Course JOUR 116 Not Found	2
JOUR 117	Course JOUR 117 Not Found	2
=		
TOTAL		14

The Skill Certificate requirements include completion of the certificate courses with a "C" or better grade in each course. Required Certificate courses and Restricted Elective courses may be substituted with the approval of the Language Arts Division Chair.

### Units for Degree Major or Area of Emphasis (Min):

14.5

### Units for Degree Major or Area of Emphasis (Max):

14.5

### Total Units for Degree (Min):

14.5

### Total Units for Degree (Max):

14.5

## State Requirements:

### TOP Code:

060200 - \* Journalism

### Enrollment and Completer Projection:

Course Number	Course Title	Required / Electives	Annual Number of Sections (Yr 1)	Annual Enrollment Total (Yr 1)	Annual Number of Sections (Yr 2)	Annual Enrollment Total (Yr 2)
			4	5	4	10

### Enrollment Projections:

10

### Projected Annual Completers:

10

### Net Annual Labor Demand (CTE only):

11

### Faculty Workload:

1.0

### New Faculty Positions:

0

**New Faculty Justification:**

None

**New Equipment:**

None

**New Equipment Justification:**

None

**New/Remodeled Facilities:**

None

**New/Remodeled Facilities Justification:**

None

**Library Acquisitions:**

None

**Library Acquisitions Justification:**

None

**Next Curriculum Review Date:**

05/2026

**Place of Program in Curriculum/Similar Programs:**

This certificate will be housed as part of the journalism program.

**Similar Programs at other colleges in Service Area:**

There are no similar programs at the four area colleges including Fresno City College, Bakersfield College, Reedley College, or West Hills Community College. However, of those four colleges, only Fresno City College has a journalism program.

**Master Planning:**

This skill certificate directly aligns with the district goal of being a comprehensive community college that helps students obtain productive work. It trains students in highly desirable communication and leadership skills and practical soft skills which are particularly needed with this student population and in this economically depressed area.

**Compliance:****Based on Model Curriculum (if applicable):**

N/A

**Licensing or Accreditation Standards:**

N/A

**Student Selection and Fees:**

N/A

**Attachments:****LMI and/or Employer Survey**

Journalism LMI 3 (1).pdf  
Journalism LMI 2024.pdf

**Local Advisory Committee Members**

Journalism Advisory Committee (1).docx

**Local Advisory Committee Meeting Minutes**

Advisory - Community Journalism.docx



## Database

**Effective Catalog**

2026-2027

**Proposal Type**

Non-Substantial

**Curriculum Committee Approval Date:**

10/02/2024

**Academic Senate Approval Date:**

10/09/2024

**District Governing Board Approval Date:**

10/14/2024

**CIP Code:**

090401 - Journalism.

**Banner Program Code:**

CT-MEDIACOMM

**Gainful Employment:**

No

**Justification/Rationale:**

Updating certificate to stay compliant with evaluation schedule.

Key: 174