

PODCASTING, CERTIFICATE


The Certificate in Podcasting prepares students to produce, edit, and share engaging podcasts using a range of audio digital content. From examining the history of audio storytelling in the podcast medium, students will develop narratives, learn best practices for conducting interviews and storytelling, and acquire skills for how to engage audiences and distribute their finished content to a mass audience.

Students will gain the technical skills to produce substantive audio content. Students will gain an understanding of the editorial processes and tools used to achieve a finalized podcast, and later, a fully realized podcast series. Students will build practical knowledge about editing recordings in a digital audio workstation (DAW) environment, advanced editing skills, building structural arrangements, and audio mixing and mastering. In addition, students will learn how to write effectively and ethically for the podcast medium.

Students enrolled in the Certificate in Podcasting must take six required courses. This dynamic certificate is designed to serve a wide range of students, including students in the School of Journalism & Mass Communications (especially students in Media Production and Journalism) who desire to deepen their knowledge and practice of the podcasting medium, to adult learners and professionals who wish to explore podcasts and then create their own.

The SOJMC has faculty who are trained audio and journalism professionals, who bring extensive professional expertise to this program.

Course Requirements

Code	Title	Credit Hours
JMC 101 	Media Literacy	3
JMC 102	Media Toolbox	3
JMC 231	Intro to Audio Production	3
JMC 265	Introduction to Podcasting	3
JMC 331	Radio-TV Announ & Newscasting	3
JMC 365	Advanced Podcasting	3
Total Credit Hours		18

It is recommended that students complete JMC 101, JMC 102, JMC 231, JMC 265, and JMC331 before taking JMC 365 Advanced Podcasting. Students will finish the class with a practical understanding of the industry and be prepared with expertise that qualifies them as strong candidates for employment in this field if they so choose.