

Journalism Certificate Program

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Overview

**Not a baccalaureate degree program*

Today's media recruiters want candidates with more than solid reporting and story-writing skills. They want applicants with specialized knowledge in complicated subject areas - plus the ability to delve into those areas and provide meaningful analysis and contexts for readers and viewers.

The journalism certificate program at UB provides students with an educational foundation in writing and reporting for publication, emphasizing hands-on workshops and internships designed to help students enter the professional world. Classes concentrate on journalistic skills including feature writing, news reporting, and opinion writing.

In addition, the program fosters an understanding of U.S. and global media, journalism ethics, and integrity standards associated with the journalism profession. It is an interdisciplinary course of study comprised of core coursework offered by the Departments of English, Communication, and Media Study. The certificate should be viewed as an accompaniment to a student's major course of studies.

The journalism certificate is not a baccalaureate degree program. It's designed to help students master the tools of journalism while offering the freedom to concentrate on a variety of knowledge areas - putting students on the right track to succeed in the professional media world.

About our Degrees

The Journalism Certificate provides students with a formal educational foundation in writing and reporting for publication as well as an understanding of the US and global media. In addition, the program fosters an understanding of journalism ethics and integrity standards associated with the journalism profession. The courses are taught by UB faculty and professional reporters and editors working for local media.

Having professional reporters and editors in the classroom provides students with practical educational experiences including writing, editing, research, interviewing skills development, and understanding the expectations of editors.

Acceptance Criteria

Applicants should have completed [ENG 101](#), [ENG 201](#), and [ENG 193](#) or equivalent courses. Minimum GPA requirement of 2.5 overall.

Students must maintain a minimum GPA of 2.5 overall in required and elective certificate courses in order to remain in the program.

Application Information

Students may apply for admission to the certificate by contacting Jody Kleinberg Biehl.

Degree Requirements

Please see [Degrees and Policies](#).

About our Faculty

Faculty from the Departments of English, Communication, and Media Study and professional reporters and editors of local media teach courses for the Journalism Certificate. The director of the program is Jody Kleinberg Biehl.

Extracurricular Activities

See the [UB Student Association](#).

Journalism Certificate Program

Practical Experience and Special Academic Opportunities

Internships

In addition to internship opportunities available within the Departments of English, Communication, and Media Study, students have the opportunity to intern at national and local television news stations, news radio stations, web publications, daily and weekly newspapers, magazines, and alternative presses. Please see the program directors for internship opportunities.

Students are encouraged to pursue research-oriented initiatives with faculty whose expertise relate to this course of study.

Career Information and Further Study

Job growth is expected in new media areas, such as online newspapers and magazines. Talented writers who can handle highly specialized scientific or technical subjects have an advantage. The number of job openings in the newspaper and broadcasting industries is sensitive to economic ups and downs, because these industries depend on advertising revenue.

News analysts, reporters, and correspondents held about 66,000 jobs in 2002. About 60 percent worked for newspaper, periodical, book, and directory publishers. Another 25 percent worked in radio and television broadcasting. About 4,100 news analysts, reporters, and correspondents were self-employed.

Career Choices

Career opportunities in journalism include: reporter, editor, web editor, copyeditor, layout/design specialist, photographer, videographer, columnist, freelance writer, broadcast or radio journalist, and many others. Today, journalists perform many functions and reporters often photograph and shoot video for their own stories.

Salary Information

Salaries in journalism fields vary widely by the media type, outlet and location. Salaries range from the \$30,000 (for a cub reporter at a small newspaper) to seven figures (for a successful screenwriter).

Career Hints

Experience on school newspapers or broadcasting stations and internships with news organizations are useful, as are computer graphics and desktop publishing skills.

Knowledge of news photography can also be valuable for entry-level positions.

Large-city newspapers and stations also may prefer candidates with degrees in subject-matter specialties such as economics, political science, or business.

Employers report that practical experience is the most important part of education and training (see the [Department of Labor](#)).

Post-Undergraduate Opportunities

Eligible students who complete the certificate, in addition to a bachelor's degree at UB, will have the opportunity to apply to the graduate programs in English, Communication, and Media Study, as well as to any other graduate program available at UB.

Additional Resources

[Editor and Publisher Magazine](#)

[The Society of Professional Journalists](#)

[Journalismjobs.com](#)

Degree Options

Certificate in Journalism.

Note: The certificate is awarded upon completion of all program requirements and completion of a bachelor's degree at the University at Buffalo.

Journalism Certificate Program

Degrees Offered

This is not a degree program. Being awarded the Journalism Certificate is contingent upon successful completion of an undergraduate degree program at UB. The Journalism Certificate must be completed concurrently with the student's undergraduate degree program.

Journalism Certificate Program - Certificate

Acceptance Criteria

Minimum GPA of 2.5 overall.
Completion of the certificate program prerequisites, with a minimum GPA of 2.5.

Advising Notes

Students must maintain a minimum GPA of 2.5 overall in required and elective Certificate courses in order to remain in the program.

Prerequisite Courses

[ENG 101](#) Writing 1 and [ENG 201](#) Advanced Writing, or [ENG 102](#) Writing 2, as placed, unless exempted
[ENG 193](#) Fundamentals of Journalism

Required Courses

[DMS 105](#) Basic Documentary
[ENG 398](#) Ethics in Journalism or [COM 398](#) Journalism
[ENG 399](#) Advanced Journalism or [COM 398](#) Journalism

Two internship courses

[ENG 394](#) Writing Workshop (Spectrum) - two semesters
[ENG 496](#) Writing Internship
[COM 496](#) Internship in Communication (as approved by the COM department)

Two electives

[ENG 397](#) Literary Journalism
[ENG 380](#) New Media
[ENG 393](#) Writing Non-Fiction Prose
[DMS 403](#) or [DMS 404](#) Advanced Documentary Production
[DMS 409](#) Advanced Non-Fiction Prose
[COM 375](#) Technical Writing
Any approved 300-400 level course in English, Media Study or relevant subject area

Summary

Total required credit hours for the certificate through English and Media Study...25 - 31

Note: The certificate is awarded concurrently upon completion of all program requirements and completion of a bachelor's degree at the University at Buffalo. It cannot be awarded as a standalone certificate program even after the student has earned a bachelor's degree.