

# Latino Media gr-cert

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## Graduate Certificate 18 Credit Hours

470 E. Lockwood Ave.  
St. Louis, MO 63119

*This program is offered by the School of Communications. It is only available at the metropolitan campuses in Orlando, along with hybrid course offerings at the St. Louis home campus. To qualify for this certificate program, students must be enrolled for in-person classroom offerings or hybrid courses at one of those three locations.*

For information on the general requirements for a certificate, see Certificate Program Policies and Procedures under the Academic Policies section of this catalog.

## Program Description

The certificate in Latino media introduces students to the fundamental courses that are part of the master of arts (MA) in media communications. All course work completed as part of the certificate in Latino media may be applied toward that degree. This certificate program will provide students with a wide range of course offerings to teach students about Latino media in the United States and the evolution of media in Latin America. This certificate includes courses that move beyond the theoretical that will give students hands-on experience with preparing various communication forms designed to connect with Latino communities, including projects with aspects that touch upon the fields of journalism, public relations, promotions and marketing. Students seeking a stronger understanding of the Latino media scene and who have an interest in working in that sector would benefit from this curricular program.

## Learning Outcomes

Successful graduates of this program will be able to:

- Understand the breadth of media communications.
- Examine media using multiple perspectives.
- Examine media in multiple contexts: cultural, economic, political, etc.
- Look at media as product, process and commentary.
- Apply qualitative and quantitative research methodologies.
- Apply research strategies to analyze media.

## Requirements

Students must complete 18 credit hours of course work, including all of the following courses:

- MEDC 5000 Media Communications (3 hours)
- MEDC 5360 International Communications (3 hours)
- MEDC 5710 Writing for Latino Media Outlets (3 hours)
- MEDC 5715 Analyzing the Latino Media Market (3 hours)
- MEDC 5720 Latin American Issues & Media Production (3 hours)
- MEDC 5725 Media & Communication in Latin America (3 hours)

## Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at [www.webster.edu/](http://www.webster.edu/) apply. Transcripts should be sent from your institution electronically to [transcripts@webster.edu](mailto:transcripts@webster.edu). If this service is not available, send transcripts to:

Office of Admission  
Webster University