

Broadcasting and Media Communications



Learn how to deliver cutting-edge content for radio, TV, podcasts, YouTube, and social media. Get a 6-week internship at a broadcasting station or media company.

Interested in creative communications? Herzing's 12-month Broadcasting and Media Communications program is designed to unleash your creative potential.

Learn cutting-edge skills across many forms of traditional and new media, including radio, television, podcasting, YouTube, social media, and how to become a media entrepreneur.

🕒 Program Length: **12 months**
Includes **6 week** internship

📖 Program Delivery: **Online**

▾ CAREER OUTLOOK

Graduates of Herzing's Broadcasting and Media Communications program are qualified to pursue many positions.

▾ PROSPECTIVE JOB TITLES

Anchor, Copywriter, Digital Content Producer, Podcast Host, Audio Producer, Sports Broadcaster, News Reporter, On-air Host, Promotions Coordinator, Video Editor, Camera Operator, Media Sales and Marketing Representative

▾ WHO HIRES OUR GRADUATES

92CITI, CJOB, VIRGIN 103, Film Training Manitoba, CBC, Corus Entertainment, CTV, TSN 1290, Jim Pattison Group, BOB FM

Employment Statistics

84%

Percentage of 2024 Herzing College Available Graduates Employed in a Related Field

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ADMISSION REQUIREMENTS

- Minimum of a Canadian high school grade 12 or equivalent, or a mature student
- Pass an entrance test administered by Herzing College
- Be interviewed in detail regarding interest in the field
- Note: admission to some programs may include additional requirements

COURSE LIST

Herzing's Broadcasting and Media Communication program fully prepares you for life on-the-job. Students do a wide range of field work, in-studio projects, and presentations that simulate a real broadcasting work environment.

- Broadcast Announcing

- Broadcast Copywriting

- Broadcast Journalism

- Broadcast Sales & Marketing

- Audio Production

- Writing for Online Media

- Video Production

- Reporting and Current Affairs

- Creative Writing

- Media Production Specialization

- Communication Skills

- Media Projects

- Public Relations

- Podcasting

- Career Development

- Intro to Broadcast Media

- Internship
