

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 Winnipeg 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 (25 hours/week)**
Includes **6 week (150 hour) internship**

 Program Delivery:
Online, Hybrid (Flex-Ed)

CAREER OUTLOOK

Manitoba is an excellent place to start a career in broadcasting and media communications. There are approximately 45 radio stations and 7 television stations in the province, in addition to numerous production houses and many large companies with their own media departments.

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

82%

Percentage of Overall 2022 Available Graduates
Employed in a Related Field

Broadcasting and Media Communications

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

FLEX-ED PROGRAM

Our Flex-Ed program format offers the best of both worlds. A convenient online learning environment with the option to work at the campus and receive support from your instructor. Students can choose to work completely or partially online and come to the campus during set hours each day to meet with their instructor and use our facilities.



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.

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| • Broadcast Announcing | • Media Production Specialization |
| • Broadcast Copywriting | • Communication Skills |
| • Broadcast Journalism | • Media Projects |
| • Broadcast Sales & Marketing | • Public Relations |
| • Audio Production | • Podcasting |
| • Writing for Online Media | • Career Development |
| • Video Production | • Intro to Broadcast Media |
| • Reporting and Current Affairs | • Internship |
| • Creative Writing | |