

Communication: Digital Media B.A.

Communication: Digital Media Major

The B.A. Communication: Digital Media major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

There are three major emphases in Communication: Digital Media; Digital Journalism, Digital Media Leadership, and Digital Media Production.

Required

Department Core:		
CM CORE 1001	Digital Toolbox	3
CM CORE 1010	Mass Communication and Society	3
COMM 3155	Professional and Public Communication	3
CM CORE 3255	Advocacy Campaigns	3
COMM 3455	Creativity, Storytelling and Identity	3
CM CORE 4124	Communication and Media Theories	3
CM CORE 3900/5900	Internship in Communication and Media	3
Digital Media:		
COMM DM 1652	Writing for Digital Media	3
COMM DM 2950	Applied Digital Media	1
COMM DM 4630/5630	Digital Media Law and Ethics	3
Select one of the following three emphases:		21
Total Hours		49

Emphasis 1: Digital Journalism

Required

Communication:		
COMM 3555	Interactive Digital Communication	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing and Reporting	3
COMM DM 3659	Editing and Design	3
COMM DM 4650	Advanced News Writing and Reporting	3
Electives (Select 6 hours from the following):		6
Digital Media:		
COMM DM 1630	Start a Podcast	
COMM DM 2651	Digital Media Production II	
COMM DM 2950	Applied Digital Media	
COMM DM 3651	Advanced Digital Media Production: Television News *	

COMM DM 3652	Advanced Digital Media Production: Documentary *
COMM DM 3658	Digital Journalism: (Topic)
COMM DM 3660	Sports Journalism
COMM DM 4644/5644	Global Media: (Topic)
COMM DM 4651	Digital Media Practicum: (Topic) *
COMM DM 4655	Photojournalism
COMM DM 4656/5656	Feature Writing
Communication:	
COMM 4558/5558	Interactive Digital Visualization: (Topic)

Emphasis 2: Digital Media Leadership

Required

Digital Media:		
COMM DM 2651	Digital Media Production II	3
COMM DM 3656	Digital Media Industries	3
COMM DM 4653/5653	Digital Media Distribution	3
COMM DM 4654/5654	Digital Media Management	3
Economics (3 hours chosen from the following):		3
ECON 1031	Introduction to Business Economics **	
ECON 1041	Principles of Macroeconomics	
Marketing:		
MKTG 2110	Principles of Marketing	3
and one of the following courses:		3
MGMT 3965/5965	Organizational Behavior	
MKTG 3113/5113	Consumer Behavior	
MKTG 3143	Advertising and Promotion	
MKTG 3146/5146	Digital Advertising	
ENTR 3583/5583	Entrepreneurship	

Emphasis 3: Digital Media Production

Required

Digital Media:		
COMM DM 2651	Digital Media Production II	3
Select 6 hours from the following:		6
COMM DM 3651	Advanced Digital Media Production: Television News	
COMM DM 3652	Advanced Digital Media Production: Documentary	
COMM DM 3653	Advanced Digital Media Production: Fiction	
COMM DM 3654	Advanced Digital Media Production: Video Editing	
COMM DM 3655	Advanced Digital Media Production: Audio	
Select 3 hours from the following:		3
COMM DM 4653/5653	Digital Media Distribution	

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COMM DM 4654/56: Digital Media Management	
Electives (Chosen from the following)	9
Art (up to 3 hours can be counted as electives):	
ART 2030	Graphic Design I
ART 2070	Creative Photography I: Digital Photography
Communication:	
COMM 3555	Interactive Digital Communication
Computer Science (up to 3 hours can be counted as electives):	
CS 1120	Media Computation
CS 3120/5120	User Interface Design
Digital Media:	
COMM DM 1620	Fundamentals of Journalism
COMM DM 1630	Start a Podcast
COMM DM 2652	Emerging Digital Media: (Topic)
COMM DM 2653	News Writing and Reporting *
COMM DM 2654	Scriptwriting for Digital Media
COMM DM 2950	Applied Digital Media
COMM DM 3651	Advanced Digital Media Production: Television News
COMM DM 3652	Advanced Digital Media Production: Documentary
COMM DM 3653	Advanced Digital Media Production: Fiction
COMM DM 3654	Advanced Digital Media Production: Video Editing
COMM DM 3655	Advanced Digital Media Production: Audio
COMM DM 3656	Digital Media Industries
COMM DM 3659	Editing and Design *
COMM DM 4641/56: Critical Studies in Digital Media: (Topic) *	
COMM DM 4642/56: Digital Technologies: (Topic)	
COMM DM 4651	Digital Media Practicum: (Topic) *
COMM DM 4652	Digital Media Projects *
COMM DM 4655	Photojournalism *
English:	
ENGLISH 4660/5660	Film History *
Marketing:	
MKTG 3146/5146	Digital Advertising *

* These courses have additional prerequisites as follows:
 COMM DM 2653 has a prerequisite of COMM DM 1620.
 COMM DM 3651 and COMM DM 3652 have a prerequisite of COMM DM 2651.
 COMM DM 3659 and COMM DM 4655 have a prerequisite of COMM DM 2653.
 COMM DM 4651 and COMM DM 4652 have the prerequisite of any of the following: COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, or COMM DM 3655.
 ENGLISH 4660/5660 has prerequisite of ENGLISH 2120 or ENGLISH 2650.

MKTG 3146 has prerequisites of MKTG 2110; ECON 1031 or ECON 1041
 **ECON 1031 may be used to satisfy the Quantitative Reasoning requirement in the UNIFI/General Education program.

Four-Year Plan

Communication: Digital Media-Journalism, B.A.

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
Freshman		
Fall		
COMM 1000	Oral Communication	3
CM CORE 1001	Digital Toolbox	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
ENGLISH 1005	College Writing and Research	3
CM CORE 1010	Mass Communication and Society	3
COMM DM 1620	Fundamentals of Journalism	3
UNIFI/General Education or University Electives		6
Hours		15
Sophomore		
Fall		
COMM 3555	Interactive Digital Communication	3
COMM DM 1652	Writing for Digital Media	3
COMM DM 2653	News Writing and Reporting	3
UNIFI/General Education or University Electives		6
Hours		15
Spring		
COMM 3155	Professional and Public Communication	3
COMM DM 3659	Editing and Design	3
CM CORE 3255	Advocacy Campaigns	3
UNIFI/General Education or University Electives		6
Hours		15
Junior		
Fall		
COMM DM 4650	Advanced News Writing and Reporting	3
COMM DM 2950	Applied Digital Media (or COMM DM 3950 Advanced Digital Media)	1
Major Elective		3
UNIFI/General Education or University Electives		9
Hours		16
Spring		
CM CORE 4124	Communication and Media Theories	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
UNIFI/General Education or University Electives		9
Hours		15

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Senior		
Fall		
COMM 3455	Creativity, Storytelling and Identity	3
CM CORE 3900/5900	Internship in Communication and Media	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
Major Elective		3
UNIFI/General Education or University Electives		11
Hours		14
Total Hours		120

Communication: Digital Media-Leadership, B.A.

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
Freshman		
Fall		
COMM 1000	Oral Communication	3
CM CORE 1001	Digital Toolbox	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
ENGLISH 1005	College Writing and Research	3
CM CORE 1010	Mass Communication and Society	3
UNIFI/General Education or University Electives		9
Hours		15
Sophomore		
Fall		
COMM DM 1652	Writing for Digital Media	3
COMM DM 3656	Digital Media Industries	3
Economics Area		3
UNIFI/General Education or University Electives		6
Hours		15
Spring		
COMM 3155	Professional and Public Communication	3
CM CORE 3255	Advocacy Campaigns	3
MKTG 2110	Principles of Marketing	3
UNIFI/General Education or University Electives		6
Hours		15
Junior		
Fall		
Marketing/Management/Business Area		3
COMM DM 4654/5654	Digital Media Management	3
COMM DM 2950	Applied Digital Media (or COMM DM 3950 Advanced Applied Digital Media)	1
UNIFI/General Education or University Electives		9
Hours		16
Spring		
CM CORE 4124	Communication and Media Theories	3

COMM DM 4630/5630	Digital Media Law and Ethics	3
Marketing/Management/Business Area		3
UNIFI/General Education or University Electives		6
Hours		15
Senior		
Fall		
COMM 3455	Creativity, Storytelling and Identity	3
COMM DM 4653/5653	Digital Media Distribution	3
CM CORE 3900/5900	Internship in Communication and Media	3
UNIFI/General Education or University Electives		6
Hours		15
Spring		
UNIFI/General Education or University Electives		14
Hours		14
Total Hours		120

Communication: Digital Media-Production, B.A.

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
Freshman		
Fall		
COMM 1000	Oral Communication	3
CM CORE 1001	Digital Toolbox	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
ENGLISH 1005	College Writing and Research	3
CM CORE 1010	Mass Communication and Society	3
COMM DM 1652	Writing for Digital Media	3
UNIFI/General Education or University Electives		6
Hours		15
Sophomore		
Fall		
COMM DM 2651	Digital Media Production II	3
Major Elective		3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
COMM 3155	Professional and Public Communication	3
Major Elective		3
UNIFI/General Education or University Electives		9
Hours		15
Junior		
Fall		
COMM DM 3651 or COMM DM 3652 or COMM DM 3653 or COMM DM 3654 or COMM DM 3655		3
CM CORE 3255	Advocacy Campaigns	3
COMM DM 2950	Applied Digital Media (or COMM DM 3950 Advanced Applied Digital Media)	1
Major Elective		3

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UNIFI/General Education or University Electives		6
Hours		16
Spring		
CM CORE 4124	Communication and Media Theories	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
Major Elective		3
UNIFI/General Education or University Electives		6
Hours		15
Senior		
Fall		
COMM 3455	Creativity, Storytelling and Identity	3
COMM DM 4653/5653	Digital Media Distribution (or COMM DM 4654 Digital Media Management)	3
CM CORE 3900/5900	Internship in Communication and Media	3
UNIFI/General Education or University Electives		6
Hours		15
Spring		
COMM DM 3651 or COMM DM 3652 or COMM DM 3653 or COMM DM 3654 or COMM DM 3655		3
UNIFI/General Education or University Electives		11
Hours		14
Total Hours		120

Related Programs

- Communication and Media M.A.
- Communication: Digital Journalism Minor

Learning Outcomes

Communication: Digital Media, B.A.

Goal #1: Apply knowledge (UNI learning goal: Program content knowledge)

- **SLO 1:** Connect communication and media knowledge (e.g theories, perspectives, principles, practices, skills, methodologies) with relevant experiences and/or new situations.

Goal #2: Communicate competently (UNI learning goal: Communication)

- **SLO 2a:** Communicate competently in a professional setting.
- **SLO 2b:** Create messages and/or digital content that reflect an understanding of the audience, purpose, and context.
- **SLO 2c:** Deliver messages and/or digital content in an appropriate and effective form.

Goal #3: Think critically (UNI learning goal: Critical thinking)

- **SLO 3a:** Think critically in a professional setting.
- **SLO 3b:** Critically evaluate issues, messages, or practices with a communication and media perspective.

Policies

Note: Students majoring in Public Relations must achieve a minimum grade of C (2.00) in all courses to be applied toward departmental majors or minors. To graduate with a major in Communication (Liberal Arts), Digital Media, Interactive Digital Studies, or Public Relations, a student must earn a cumulative GPA of 2.50.