

Communication: Digital Media-Leadership, B.A.

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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
COMM DM 1650	Digital Media Seminar	1
COMM DM 1651	Digital Media Production I	3
UNIFI/General Education or University Electives		9
Hours		16
Spring		
ENGLISH 1005	College Writing and Research	3
COMM COR 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 COR 2020	Communication Research Methods	3
MKTG 2110	Principles of Marketing	3
COMM DM 3657	Promotion of Digital Media	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
UNIFI/General Education or University Electives		9
Hours		15
Spring		
COMM COR 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 DM 4632	Senior Seminar in Digital Media	3

COMM DM 4653/5653	Digital Media Distribution	3
COMM DM 3900 Internship or COMM DM 3179 Co-op		3
UNIFI/General Education or University Electives		6
Hours		15
Spring		
UNIFI/General Education or University Electives		14
Hours		14
Total Hours		120