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**
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Freshman Fall | COMM 1000 | Oral Communication 3<br>CM CORE 1001 | Digital Toolbox 3<br>UNIFI/General Education or University Electives 9 | **Hours** 15<br>Spring | ENGLISH 1005 | College Writing and Research 3<br>CM CORE 1010 | Mass Communication and Society 3<br>UNIFI/General Education or University Electives 9 | **Hours** 15<br>Sophomore Fall | COMM DM 1652 | Writing for Digital Media 3<br>COMM DM 3656 | Digital Media Industries 3<br>Economics Area 3<br>UNIFI/General Education or University Electives 6 | **Hours** 15<br>Spring | COMM 3155 | Professional and Public Communication 3<br>CM CORE 3255 | Advocacy Campaigns 3<br>MKTG 2110 | Principles of Marketing 3<br>UNIFI/General Education or University Electives 6 | **Hours** 15<br>Junior Fall | Marketing/Management/Business Area 3<br>COMM DM 4654/5654 | Digital Media Management 3<br>COMM DM 2950 | Applied Digital Media (or COMM DM 3950 Advanced Applied Digital Media) 1<br>UNIFI/General Education or University Electives 9 | **Hours** 16<br>Spring | CM CORE 4124 | Communication and Media Theories 3<br>COMM DM 4630/5630 | Digital Media Law and Ethics 3<br>Marketing/Management/Business Area 3<br>UNIFI/General Education or University Electives 6 | **Hours** 15<br>Senior Fall | COMM 3455 | Creativity, Storytelling and Identity 3<br>COMM DM 4653/5653 | Digital Media Distribution 3<br>COMM DM 3900 | Internship 3<br>UNIFI/General Education or University Electives 6 | **Hours** 15<br>Spring | UNIFI/General Education or University Electives 14 | **Hours** 14<br>**Total Hours** | 120