

COMMUNICATION - DIGITAL MEDIA (B.A.)

Can also include up to 3 credits of COM 432. The internship requirement can be satisfied with internships in other majors or fields, but other internships do not count as Digital Media electives.

Student Learning Outcomes

- The Graduates of the Communication program will use research skills to critically analyze, synthesize and evaluate current research literature and online information to evaluate communication theory and professional practice in terms of practical applicability.
- The Graduates of the Communication program will compose written work in the style of the communication professions and employ effective oral and interpersonal communication skills.
- The Graduates of the Communication program will apply critical thinking, scholarship and knowledge of content to analyze moral and ethical issues in contemporary society and professional communication settings.
- The Graduates of the Communication program will identify and apply the skills of a specialized area of communication.
- The Graduates of the Corporate Communication program will apply the skills of Corporate Communication to a professional environment.

Total Hours

37-42

Recommended

- A Global Learning (GL) experience (<http://catalog.walsh.edu/undergraduate/academic-services/#globallearning>)

Required

- General Education Requirements (<http://catalog.walsh.edu/undergraduate/general-education-curriculum/>)
- Internship

Code	Title	Hours
Digital Media Track Requirements		30
COM 175	Digital Creativity Application	
COM 210	Mass Communication and Society	
COM 211	Speech	
COM 212	Interpersonal Communication	
COM 230	Design for Interactive Media	
COM 235	Creative Digi Prac Production	
COM 250	Writing for Mass Media	
COM 320	Research Methods in Mass Comm	
COM 420	Mass Comm Issues/Ethics	
COM Elective (upper level writing course) (choose one):		
COM 400-5	Writing for Social Media	
COM 400-9	Writing for Digital Media	
ENG 323	H3:TH3:The Modern Rhetoric	
ENG 340	H3:TH3:ProfessionalWritingII	
Internship Choice (must be taken for at least one credit)		1-6
COM 430	Media Internship	
COM 432	Digital Media Internship	
Communication Electives (choose for a total of 6 credit hours)		6
COM 316	Digital Storytelling	
COM 345	Video Content Production	
CS 251	Web Publishing	