

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.

Total Hours

37-42

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.

Recommended

- A Global Learning (GL) experience

Required

- General Education Requirements
- Internship

Communication-Digital Media Track Requirements

Code	Title	Hours
COM 175	Digital CreativityApplications	3
COM 210	Mass Communication and Society	3
COM/ENG 211	Speech	3
COM 212	Interpersonal Communication	3
COM 235	Creative Digi Prac Production	3
COM 250	Writing for Mass Media	3
COM 320	Research Methods in Mass Comm	3
COM 370	Mass Media Law and Ethics	3
COM 420	Mass Comm Issues/Ethics	3
COM Elective (upper level writing course)		
COM 400-5	Writing for Social Media	3
	or COM 400-9 Writing for Digital Media	
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 326	Time Based Media	
COM 345	Video Content Production	
CS 251	Web Publishing	