

DIGITAL MEDIA AND JOURNALISM / BACHELOR OF ARTS

Total Credit Hours: 120

Major Credit Hours: 48

Digital Media and Journalism is an interdisciplinary program that will prepare students to be successful in an ever-evolving media landscape. This program pairs traditional journalism skills such as: writing, editing and interviewing with digital media skills like: video, audio and social media content creation. This major prepares students for a technologically centered media industry focusing on creating content across a variety of platforms.

Digital Media and Journalism offers two tracks: Journalism and Media Web Design; both with interdisciplinary options.

Students in the **Journalism** track take a combination of print, online and broadcast news courses that are designed to teach students how to create newsworthy, audience-centric stories.

Students in the **Media Web Design** concentration will take a combination of Communication and Graphic Design courses. Courses are designed to teach students how to create content for the digital media world.

Majors in Digital Media and Journalism may not double-major in another Communication Department major unless they complete a separate set of 4 upper-division Communication courses (12 hours) in the second major; such as Organizational Communication. Digital Media and Journalism majors also may not minor in Social Media because all courses offered in minor are covered in the major.

Requirements

Degree Requirements

Code	Title	Hours
Liberal Arts Core		
COMM 10000	Introduction to Mass Media	3
COMM 45600	Mass Media Research Methods	3
COMM 48000	Mass Media Ethics	3
Communication Skills Core		
COMM 18000	Visual Storytelling	3
COMM 19500	Digital Media Writing	3
COMM 20600	Social Media and Online Audiences	3
COMM 20800	Strategic Communication	3
COMM 26000	Business and Professional Communication	3
COMM 38200	Web Design	3
Major Area of Emphasis		
Select one of the following:		21
Journalism (p. 1)		
Media Web Design (p. 1)		
Advanced Writing Requirement		

The advanced writing requirement of the General Education curriculum is satisfied by successful completion of the following course:

COMM 42000	Advanced Digital Media Writing	3
Total Hours		51

Journalism

Concentration: JRNL

Code	Title	Hours
Required Courses		
COMM 20000	Feature Writing	3
COMM 32200	Sports Communication	3
COMM 42000	Advanced Digital Media Writing	3
COMM 42400	Broadcast Journalism Practicum	3
	or COMM 49500 Digital Media and Journalism Practicum	
COMM 49800	Internship	3
Electives		
Select two of the following:		6
ENGL 12500	Writers' Roundtable	
ENGL 30100	Rhetoric for Writers	
ENGL 30600	Editing for Publishing	
ENGL 31100	Introduction to Creative Writing	
ENGL 31900	Publishing Practicum: Jet Fuel Review	
COMM 11400	Communication Design Principles	
COMM 23000	Digital Filmmaking	
COMM 30300	Advanced Communication Design Principles	
COMM 32600	Sports Broadcasting	
COMM 35300	Field Production	
COMM 45200	Advanced Broadcast News	
Total Hours		21

Media Web Design

Concentration: MWDS

Code	Title	Hours
Required Courses		
ARTS 23100	Introduction to Graphic Design	3
COMM 11400	Communication Design Principles	3
COMM 42000	Advanced Digital Media Writing	3
COMM 49500	Digital Media and Journalism Practicum	3
COMM 49800	Internship	3
Electives		
Select two of the following:		6
ARTS 13000	2-D Design Fundamentals	
ARTS 18100	Digital Photography	
ARTS 23400	Interaction Design	
ARTS 23500	Social Responsibility for Graphic Designers	
ARTS 33200	Typography	
BSAD 24000	International Management	
COMM 23000	Digital Filmmaking	
COMM 30300	Advanced Communication Design Principles	
COMM 34500	Social Media Case Studies	
MKTG 30500	Introduction to Digital Marketing	
Total Hours		21