



## DIGITAL MEDIA AND COMMUNICATION BACHELOR OF SCIENCE (B.S.)

### CURRICULUM REQUIREMENTS      FALL 2018 – SPRING 2019

#### FIRST YEAR

FALL SEMESTER	CREDITS	SPRING SEMESTER	CREDITS
DMC101 Introduction to Digital Media and Communication	3	DMC201 The Narrative Arc	3
DMC102 Editing and Multimedia Production I	3	DMC202 Public Relations for All	3
ENG 101 English Composition I	3	ENG103 English Composition II	3
COR101 First Year Core Curriculum Seminar	3	COR___ Core Elective	4
COR___ Core Elective	3	_____ General Elective	3

#### SECOND YEAR

FALL SEMESTER	CREDITS	SPRING SEMESTER	CREDITS
DMC203 Practical Multimedia Communication	3	DMC250 Journalism History and Film	3
DMC249 Introduction to Journalism	3	DMC252 Data Driven Journalism	3
BUS232 Principles of Marketing	3	BUS301 Social Media Marketing	3
COR___ Core Elective	3	COR___ Core Elective	3
_____ General Elective	3	_____ General Elective	3

#### THIRD YEAR

FALL SEMESTER	CREDITS	SPRING SEMESTER	CREDITS
DMC301 Communications Analytics and Measurement	3	DMC302 Digital Communication Strategy and Planning	3
DMC303 Editing and Multimedia Production II	3	_____ DMC Track Course	3
_____ DMC Track Course	3	_____ DMC Breadth Elective	3
_____ DMC Breadth Elective	3	COR___ Core Elective	3
COR___ Core Elective	3	_____ General Elective	3

#### FOURTH YEAR

FALL SEMESTER	CREDITS	SPRING SEMESTER	CREDITS
_____ DMC Track Course	3	DMC409 Internship	3
_____ DMC Breadth Elective	3	DMC402 Final Senior DMC Project	3
COR___ Core Elective	3	_____ DMC Breadth Elective	3
_____ General Elective	3	COR401 Core Curriculum Senior Seminar	3
_____ General Elective	3	_____ General Elective	3

**TRACKS AND BREADTH REQUIREMENTS**  
**for**  
**DIGITAL MEDIA AND COMMUNICATION**  
**BACHELOR OF SCIENCE (B.S.)**

**DMC TRACK 1**

**Journalism and Media Writing**

DMC350	Beat Reporting
DMC351	Feature Writing and Narrative Technique
DMC352	Advanced Applied Journalism

**DMC TRACK 2**

**Media Arts and Production**

DFM101	Introduction to Digital Filmmaking
DFM200	Sound Design for Film
DFM220	Production Design

**DMC Breadth Electives – 12 Credits Required**

**Choose any 4 Courses Listed Below. (Must meet prerequisites.)**

ART101	Two-Dimensional Design
ART104	Drawing I
ANM101	Film Theory and Technique
BUS107	Introduction to Business Technology
BUS334	Search Engine Marketing
BUS420	Applications in Digital Marketing
GRA103	Fundamentals of Graphic Design
GRA106	Typography
GRA221	Visual Communication
GRA222	Print and Publication Design
GRA240	Web Design
PHO101	Introduction to Photography
PHO201	Photo Imaging and Design
All DFM Courses	
All DMC Courses not already required in program	

**CORE ELECTIVES**  
**for**  
**DIGITAL MEDIA AND COMMUNICATION**  
**BACHELOR OF SCIENCE (B.S.)**

Courses cannot be used to fulfill more than one Core Elective requirement. Students must meet all pre-requisites and co-requisites requirements.

**Students must complete one Core Elective from each of the categories listed below.**

**AESTHETIC ENGAGEMENT**

Any Fine Arts Course (see back of College Catalog for list of courses)  
PHI310 Philosophy of the Arts

**GLOBAL AND HISTORICAL CONTEXTS**

Any History Course  
Any World Literature Course  
Any American Sign Language Course  
Any French Language Course  
Any Spanish Language Course

**LITERARY EXPRESSION**

Any English Course

**With the exception of:** (cannot use the courses listed below)

ENG101 English Composition I  
ENG103 English Composition II  
ENG214 Public Speaking  
ENG249 Introduction to Journalism  
ENG260 Acting  
ENG261 Advanced Composition and Research

**PHILOSOPHICAL THOUGHT**

Any Philosophy Course  
IDS205 Crisis of Belief

**QUANTITATIVE LITERACY**

Any Math Course

**RELIGIOUS THOUGHT AND PRACTICE**

Any Religious Studies Course  
IDS205 Crisis of Belief

**SCIENTIFIC UNDERSTANDING AND METHODS**

A LAB IS REQUIRED FOR THIS CORE ELECTIVE

Any Astronomy Course and Lab  
Any Biology Course and Lab  
Any Chemistry Course and Lab  
Any Physics Course and Lab