

**Bachelor of Science in Communication**

**Major: DIGITAL MEDIA STUDIES**

NAME: \_\_\_\_\_ PANTHER ID #: \_\_\_\_\_

Undergrad Reqs*= 60 earned credits, 2.85 cumulative GPA, MMC 3003	GL = GLOBAL LEARNING COURSE
---	-----------------------------

2.75 minimum GPA is a graduation requirement for SJMC/MAJOR SPECIFIC sections below.	A grade of "C" or better is required in all courses listed below.
--	---

SCJ REQUIREMENTS (15 credits)			Credit	Semester Completed	Grade
MMC	3003	MASS COMMUNICATION ORIENTATION	0		
MMC	3104C	WRITING STRATEGIES FOR REACHING A MASS AUDIENCE (Prereq: Passing score on the Language Skills Test)	3		
MMC	3303	GLOBAL MEDIA AND SOCIETY – GL (formerly MMC 3602)	3		
MMC	4200	MASS COMMUNICATION LAW AND ETHICS	3		
VIC	3400	VISUAL DESIGN FOR GLOBALIZED MEDIA – GL (formerly VIC 3002)	3		
RTV	3531	MULTIMEDIA PRODUCTION (formerly RTV 3260) (Prereq: MMC 3104C, VIC 3400, Undergrad Reqs*)	3		

MAJOR SPECIFIC REQUIREMENTS (21 credits)			Credit	Semester Completed	Grade
DIG	3001	INTRODUCTION TO DIGITAL MEDIA	3		
DIG	3110	WEB DESIGN AND INTERACTIVE DIGITAL MEDIA (Prereq: RTV3531, Undergrad Req*)			
MMC	4302	SOCIAL MEDIA AND GLOBALIZATION	3		
MMC	4631	AUDIENCE ANALYSIS, PUBLIC OPINION AND NEW MEDIA	3		
DIG	4800	DIGITAL THEORIES (Prereq: MMC 3104C, DIG 3001, Undergrad Reqs*)	3		

**SELECT ONE TRACK:**

DIGITAL MEDIA MANAGEMENT TRACK					
MMC	3250	MEDIA MANAGEMENT (Prereq: MMC 3104C, MMC 4200, Undergrad Reqs*)	3		
DIG	4097	DIGITAL MEDIA ENTREPRENEURSHIP [CAPSTONE] (MMC 3303, MMC 3250, RTV 3531, MMC 4302, MMC 4631, DIG 4800, Undergrad Reqs*)	3		

DIGITAL CONTENT TRACK					
DIG	4293	MULTIMEDIA PRODUCTION 2 (RTV 3531, Undergrad Reqs*)	3		
DIG	4552	ADVANCED MULTIMEDIA PRODUCTION [CAPSTONE] (Prereq: DIG 4293, MMC 3303, [MMC 3250 or DIG 4800], [RTV 3007 or MMC 4302], [RTV 4101 or MMC 4631], Undergrad Reqs*)	3		

DEPARTMENTAL ELECTIVES (3 credits) Please select 1 course from the list below. Please check course catalog for possible prerequisite requirements.						Credit	Semester Completed	Grade
	ADV 3008	JOU 3003	PUR 3000	RTV 3007	MMC4936			
						3		

**ADDITIONAL ELECTIVE \*(not mandatory)\***

DIG	4940	DIGITAL MEDIA INTERNSHIP (Prereq: RTV 3531, DIG 3001, MMC 4302, Undergrad Reqs*, Department Chair's Permission)	1-3		
-----	------	---	-----	--	--

2.75 minimum GPA is a graduation requirement for UDLA/AOC sections below.	A grade of "C" or better is required in all courses listed below.
---	---

UPPER DIVISION LIBERAL ARTS REQUIREMENTS (9 credits)			Credit	Semester Completed	Grade
		POLITICAL SCIENCE (Select one upper division course [3000/4000 level] from this area.)	3		
		INTERNATIONAL RELATIONS (Select one upper division course [3000/4000 level] from this area.)	3		
		COM 3110—BUSINESS & PROFESSIONAL COMMUNICATION or ECONOMICS (Select one upper division course [3000/4000 level] from this area.)	3		

AREA OF CONCENTRATION REQUIREMENTS (12 credits)			Credit	Semester Completed	Grade
UPPER DIVISION ONLY (3000/4000 level courses). One subject area outside of the SJMC Do not duplicate courses selected in liberal arts electives above.					

SUBJECT/AREA:					
			3		
			3		
			3		
			3		