

Digital and Mass Communication

A specialization in digital and mass communication prepares students to work in media and audience research, mass media criticism, public information, and media education and literacy.

Pre-Major Requirements: Lower division required courses.

COM 101	Introduction to Communications	3 credits	term completed
CIS/WRD 110	Composition and Communication I	3 credits	term completed
CIS/WRD 111	Composition and Communication II	3 credits	term completed
COM 252	Introduction to Interpersonal Communication	3 credits	term completed
COM 249	Mass Media and Mass Culture	3 credits	term completed
		15 credits	

Digital and Mass Comm Track Requirements: Upper division required and elective courses in the major.

Choose 1			
COM 326*	Communication Strategies for Professional Excellence	3 credits	term completed
COM 351*†	Introduction to Communication Theory		
COM 325+	Major Elective	3 credits	term completed
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COM 352	Interpersonal Communication and Social Media	3 credits	term completed
COM 449	Mass Media and Social Influence	3 credits	term completed
COM 453	Digital and Mass Communication Media Literacy	3 credits	term completed
COM 553	Critical Analysis of Communication and Persuasion	3 credits	term completed
		21 credits	

*GCCR Requirement: must have 30 earned hours to enroll

†Students with 3.3+ COM GPA should consider departmental honors sequence: COM 351, COM 365, and COM 454

Cognate Requirements: Upper division electives outside the major that complement coursework.

COM 312	Learning Intercultural Comm. through Media and Film	3 credits	term completed
300+	Cognate	3 credits	term completed
300+	Cognate	3 credits	term completed
300+	Cognate	3 credits	term completed
300+	Cognate	3 credits	term completed
		15 credits	

Open Electives: Upper division electives in or outside the major.

300+	Open Elective	3 credits	term completed
300+	Open Elective	3 credits	term completed
		6 credits	

Example cognate and elective courses outside the major:

A-S: Related Arts Studio courses as offered and available, consider minor in digital media/design or art studio

AAS 471/PS 471: Race, Ethnicity, and Politics

COM 316: Emergency and Disaster Communication: Zombie Apocalypse

COM 318: Communication and Sport

ENG 380: Film and Genre

PHI 315: Philosophy and Science Fiction

PHI 393: Philosophy of Film

SOC 350: Topics in Sociology

SOC 380: Globalizations: A Cross Cultural Perspective

WRD 312: Introduction to Documentary

WRD 322: Rhetoric and Argument

WRD 401: Topics in Writing

**The subject matter of these courses appears to be related to the track. These classes are not endorsed by the Communication Department.*

Digital and Mass Communication Faculty: Dr. Doug Boyd, Dr. Alan DeSantis, Dr. Don Helme, Dr. Anthony Limperos, Prof. Don Lowe, Dr. Shari Veil, and Dr. Nicole Lewis