NAME:_____   WT ID:_____   DATE:_____

Digital Communication and Media
Department of Communication
FAC 103   651-2798

Bachelor of Science Degree
BS.DIG.COMM.MEDIA (237)

CORE CURRICULUM COURSES: 42 HOURS ♦	HRS	
Communication (Core 10)		
ENGL 1301 Introduction to Academic Writing and Argumentation	3	
COMM 1315, 1318, or 1321	3	
Mathematics (Core 20)		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* **(2412 & 2413: fourth hr. moves to Core 90)**	3	
Life and Physical Sciences (Core 30)		
Take two courses from (extra lab hours move to Core 90): ♦ ANSC 1319; BIOL 1406 **or** 1408, 1407* **or** 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 **or** 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 1471, 2425*, 2426*; PSES 1301, 1307	6	
Language, Philosophy and Culture (Core 40)		
See **University Core Requirements** below	(3)	
Creative Arts (Core 50)		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 **Choose 1**	3	
American History (Core 60)		
HIST 1301, 1302, 2301, 2381 **Choose 2**	6	
Government/Political Science (Core 70)		
POSC 2305 and 2306	6	
Social and Behavioral Sciences (Core 80)		
AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 **Choose 1**	3	
Component Area Option (Core 90)		
Take six hours from: ♦ AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ENGL 1101, 1102, 1302*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120	6	

DIGITAL COMMUNICATION AND MEDIA MAJOR REQUIREMENTS: 48 HOURS**** A grade of "C" or better must be earned in all courses required for major.

UNIVERSITY CORE REQUIREMENTS: 3 HOURS		
CORE 40 MCOM 1307 Introduction to Media Communication	3	

MEDIA COMMUNICATION CORE: 28 HOURS		
MCOM 1336 Basic Video Production	3	
MCOM 2310 Media Design	3	
MCOM 2311 Media Writing	3	
MCOM 2376 Media Theory	3	
MCOM 3305* New Media	3	
MCOM 3314* Public Relations & Advertising Research **OR** COMM 3315* Research Methods	3	
MCOM 3327 Media Law	3	
MCOM 3379 Media Management MCOM 2327 Advertising Principles MCOM 3331 Media History **Choose 1**	3	
MCOM 4191* Portfolio & Professional Development	1	

MCOM 4302* Media Ethics	3	

DIGITAL COMMUNICATION AND MEDIA REQUIREMENTS: 17 HOURS		
MCOM 4398 Media Internship	3	
MCOM 3335* News One On Air	3	
Take 11 hours from: MCOM 1318 Digital Photography MCOM 2171 KWTS Practicum **1,1,1** MCOM 2172 Eternal Flame Practicum **1,1,1** MCOM 2173 Prairie Practicum **1,1,1** MCOM 2174 Sports Broadcasting Practicum **1,1,1** (Any combination of practicum hours can be taken up to a total of 3 hrs.) MCOM 2303 Basic Audio Production MCOM 2375 1910 PR MCOM 3313 Public Relations Copywriting MCOM 3306* Advanced Audio Production MCOM 3310* Advanced Design MCOM 3330 Audio Journalism MCOM 3331 Media History MCOM 3335* News One on Air MCOM 3336* Broadcast News Production MCOM 4322* Advanced Video Production MCOM 4331 Broadcast Announcing MCOM (or COMM) 4300 Communication Study Abroad MCOM 4390* Senior Project **OR** MCOM (or COMM) 3304 Introduction to Buffalo Advertising	11	

BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS	OPTION	
Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences.	6	

ELECTIVES: 27 HOURS BY ADVISEMENT—SEE NOTE		
ELECTIVES (NON-MCOM)	27	

MINIMUM HOURS REQUIRED TO COMPLETE DEGREE	120	

♦ NOTE: The core curriculum must total **exactly 42 hours**; excess hours must be moved to the major as an elective or a major requirement and stay within the 120-hour requirement or approved total submitted to the Coordinating Board for degree requirements. Some majors specify particular courses to meet core curriculum requirements when options are available.
* Indicates prerequisites—see catalog for more information.
** While MATH 1332, 1342 and 1350 will fulfill core math requirements, they will NOT prepare students for higher-level math courses such as Plane Trigonometry (MATH 1316) or Pre-Calculus (MATH 2412).
*** Or an equivalent course (second year, second semester) in a foreign language.
**** All Broadcasting, Electronic Media majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE: At least 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. A maximum of 60 semester hours in mass communication (MCOM), six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree. **Digital Communication and Media majors may not count more than 48 hours of MCOM courses toward the degree**; therefore, all elective hours should be in non-MCOM subjects.

NOTE: This is NOT a degree plan. Upon completing 30 credit hours, students must request an official degree plan (using the online Degree Plan Request form) in order to progress. Students who have questions about their degree plan should contact the office of the dean of the Sybil B. Harrington College of Fine Arts and Humanities, which is located in Room 181 of Mary Moody Northen Hall (phone 806-651-2782).

Major: Digital Communication and Media, BS   Major Code: 237

First Year

Fall		Spring	
CORE 10-ENGL	3	MCOM 2310	3
		MCOM Core	
CORE 10--COMM	3	MCOM 2311	3
		MCOM Core	
CORE 40	3	CORE 60--HIST	3
MCOM 1307		1301, 1302, 2301, 2381	
MCOM Practicum*	1	MCOM Practicum*	1
2171, 2172, 2173, 2174,		2171, 2172, 2173, 2174	
CORE 20--MATH	3	CORE 30--Lab Science	4
CORE 80	3	CORE 90	3
COMM 2377		ENGL1302 0r 2311	
Semester Hours	16	Semester Hours	17

Second Year

Fall		Spring	
CORE 50	3	MCOM 2303 or 4322	3
See checklist for options		Digital Media Req	
CORE 90	1	MCOM 2376	3
ENGL 1101		MCOM Core	
MCOM 1336	3	CORE 30--Lab Science	4
Digital Media Req.			
NON-MCOM Elective	3	CORE 70--POSC	3
		2305 or 2306	
CORE 70--POSC	3	NON MCOM Elective	3
2305 or 2306			
MCOM Practicum*	1	Course ID	CR
2171, 2172, 2173, 2174			
Semester Hours	14	Semester Hours	16

Third Year

Fall		Spring	
MCOM 3305	3	MCOM 3327	3
MCOM Core		MCOM core	
NON MCOM Elective	3	MCOM 3335	3
Recommend COMM 3341		Digital Media Requirement	
Non-MCOM Elective	3	NON MCOM Elective	3
		Recommend COMM 4330	
BS Requirement	3	BS Requirement	3
See checklist for options		See checklist for options	
CORE 60--HIST	3	MCOM 4322	3
1301, 1302, 2301, 2381		Digital Media Requirement	
Semester Hours	15	Semester Hours	15

Fourth Year

Fall		Spring	
MCOM 3379	3	MCOM 4191	1
MCOM Core		MCOM Core	
MCOM 3314	3	MCOM 4302	3
MCOM Core		MCOM Core	
MCOM 4398	3	NON MCOM elective	3
Digital Media Requirement		Recommend COMM 3345	
Non-MCOM Eelctive	3	Non-MCOM Elective	3
Non MCOM Elective	3	Non-MCOM Elective	2
Semester Hours	15	Semester Hours	12

Degree Total Hours   120

DISCLAIMER: This curriculum guide should be used in conjunction with the corresponding degree checklist for general planning purposes only. The degree checklist (later a student's official degree plan) should be referred to as the comprehensive list of all courses reuired for the degree. An official degree plan is required after completing 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.

Identified Marketable Skills: ♦ Multimedia Productions skills, producing well written pieces on a variety of platforms; Media Design skills using Adobe Creative Cloud; Media Management Skills for both social and traditional media; Effective writing skills for copy used in print, broadcast and web outlets; Research skills in conducting both primary and secondary research; Leadership skills in completing group projects for a variety of clients

Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities: ♦ Career opportunities include social media management, writing and reporting for media outlets, media production for non-profits; copywriting and media design; News and video production' documentary film maker,TV news anchor; sports broadcasting

Prerequisites/Important Sequences/Other Degree Notes: Digitial Comm. & Media majors should take MCOM 1336 Basic Video Production prior to enrolling in advanced production classes. MCOM 4191 should be scheduled during the final semester. ALL MCOM majors are required to complete an internship and create a senior portfolio. MCOM majors should take the discipline-specific section of COMM 1315 and MCOM 1307; for CORE 90 enroll in ENGL 1302 or 2311 and ENGL 1101 or 1102. Students are encouraged to join the Media Communication Association, which meets each Thursday at noon.
*Digital Media majors may choose to take MCOM 2375 to satisfy the 3 hours of practicum.