**NAME:**_____    **WT ID:**_____    **DATE:**_____

## Digital Communication & Media – Digital Media Concentration
## Department of Communication
**FAC 103   651-2800**

### Bachelor of Arts Degree
### BA.DIG.COMM.MEDIA.DM (1212)

| CORE CURRICULUM COURSES: 42 HOURS | HRS | |
|---|---|---|
| **Communication (Core 10)** | | |
| ENGL 1301 Intro. to Academic Writing & Argumentation **OR** ENGL 1311 Writing About Ideas | 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:** ANSC 1319; BIOL 1406 **or** 1308, 1407* **or** 1309*, 1411, 1413; CHEM 1305* or 1411*, 1412*; ENVR 1407*; GEOL 1301 **or** 1403, 1302, 1404; PHYS 1401*, 1402*, 1311, 1312, 1371, 2425*, 2426*; PSES 1301, 1307 *- BIOL 1406, 1407, 1411, 1413; CHEM 1411, 1412; GEOL 1403, 1404; PHYS 1401, 1402, 2425, 2426: 4th hr. moves to Core 90* | 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, MUSI 1310; or THRE 1310 **Choose 1** | 3 | |
| **American History (Core 60)** | | |
| HIST 1301, 1302, 2301, 2381, 2382 **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; GEOG 1302; PSYC 2301; SOCI 1301 **Choose 1** | 3 | |
| **Component Area Option (Core 90)** | | |
| **Take six hours from:** AGRI 2300; BIOL 4th hour from 4-hour courses (from Core 30); BUSI 1301, 1304; CHEM 4th hour from 4-hour courses (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR 4th hour (from Core 30); GEOL 4th hour from 4-hour courses (from Core 30); IDS 1071 (1-3 hours); MATH 4th hour from 4-hour courses (from Core 20); MUSI 1053; PHIL 2303; PHYS 4th hour from 4-hour courses (from Core 30); SES 1120 | 6 | |

| DIGITAL COMMUNICATION & MEDIA - DIGITAL MEDIA CONCENTRATION 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: 27 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 3379 Media Management | 3 | |
| MCOM 3314* Public Relations & Advertising Research **OR** COMM 3315* Research Methods | 3 | |
| MCOM 4302* Media Law & Ethics | 3 | |

| MCOM 4398* Media Internship | 3 | |
|---|---|---|

| DIGITAL MEDIA CONCENTRATION REQUIREMENTS: 21 HOURS | | |
|---|---|---|
| MCOM 2303 Basic Audio Production | 3 | |
| MCOM 3309* Multimedia Journalism | 3 | |
| MCOM 3335* News One On Air | 3 | |
| MCOM 4322* Advanced Media Production | 3 | |
| **Take 9 hours from:** MCOM 1318 Digital Photography <br><br> MCOM 2171 KWTS Practicum <br> MCOM 2172 Eternal Flame Practicum <br> MCOM 2173 Prairie Practicum <br> MCOM 2174 Sports Broadcasting Practicum <br> **(Any combination of practicum hours can be taken up to a total of 3 hrs.)** <br> MCOM 4321 1910 PR <br> MCOM 3310* Advanced Design <br> MCOM 3330 Trends in Journalism <br> MCOM 3331 Media History <br> MCOM (or COMM) 4300 Communication Study Abroad <br><br> MCOM 4390* Senior Project **OR** <br> MCOM (or COMM) 3304 Digital Advertising | 9 | |

| BACHELOR OF ARTS REQUIREMENTS: 12 HOURS | OPTION | |
|---|---|---|
| Six hours of foreign language. | (6-8) | |
| Six hours chosen from art, English, history, modern languages, music, philosophy and theatre. | 6 | |

| ELECTIVES: 16-18 HOURS BY ADVISEMENT | | |
|---|---|---|
| ELECTIVES | 16-18 | |
| **MINIMUM HOURS REQUIRED TO COMPLETE DEGREE** | **120** | |

\* 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: This is NOT a degree plan. All undergraduate students must request an official degree plan from their academic dean's office by the time they have completed 30 credit hours.**

**Major: Digital Comm. & Media – Digital Media Concentration, B.A.**          **Major Code: 1212**

| Year 1: Fall | |
|---|---|
| CORE 40 (Language, Phil. & Culture) – MCOM 1307[1] | 3 |
| CORE 10 (Communication) – COMM 1315 or 1321 | 3 |
| CORE 10 (Communication) – ENGL 1301 or 1311 | 3 |
| CORE 20 (Mathematics) – See checklist for options | 3 |
| CORE 60 (American History) – See checklist for options | 3 |
| Total: | 15 |

| Year 1: Spring | |
|---|---|
| MCOM Core – MCOM 2310 Media Design | 3 |
| MCOM Core – MCOM 2311 Media Writing | 3 |
| CORE 30 (Life & Phys. Sci.) – See checklist for options | 3 |
| CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312, or 2311 is recommended | 3 |
| CORE 60 (American History) – See checklist for options | 3 |
| Total: | 15 |

| Year 2: Fall | |
|---|---|
| MCOM Core – MCOM 1336 Basic Video Production | 3 |
| CORE 80 (Social & Behav. Sci) – COMM 2377 Intercultural Communication (recommended)[1] | 3 |
| CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306 | 3 |
| CORE 50 (Creative Arts) – See checklist for options | 3 |
| B.A. Requirement – See checklist for options | 3 |
| Total: | 15 |

| Year 2: Spring | |
|---|---|
| MCOM Core – MCOM 2376 Media Theory | 3 |
| MCOM 2303 Basic Audio Production | 3 |
| CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306 | 3 |
| CORE 90 (Component Area Option) – See checklist for options - ENGL 1102 is recommended if two 4-hour Core 30 courses are taken. | 3 |
| B.A. Requirement – See checklist for options | 3 |
| Total: | 15 |

| Year 3: Fall | |
|---|---|
| MCOM 3309 Multimedia Journalism | 3 |
| MCOM Core – MCOM 3305 New Media | 3 |
| Digital Media Required Elective – See checklist for options | 3 |
| CORE 30 (Life & Phys. Sci.) – See checklist for options | 3 |
| B.A. Requirement – See checklist for options | 3 |
| Total: | 15 |

| Year 3: Spring | |
|---|---|
| MCOM Core - MCOM 3379 Media Management | 3 |
| MCOM Core - MCOM 3314 Public Relations & Advertising Research | 3 |
| Digital Media Required Elective – See checklist for options | 3 |
| B.A. Requirement – See checklist for options | 3 |
| Elective | 3 |
| Total: | 15 |

| Year 4: Fall | |
|---|---|
| MCOM 4322 Advanced Media Production | 3 |
| MCOM Core – MCOM 4302 Media Law & Ethics | 3 |
| MCOM 3335 News One On Air | 3 |
| Elective | 3 |
| Elective | 3 |
| Total: | 15 |

| Year 4: Spring | |
|---|---|
| MCOM Core - MCOM 4398 Media Internship | 3 |
| Digital Media Required Elective – See checklist for options | 3 |
| Elective | 3 |
| Elective | 3 |
| Elective | 3 |
| Total: | 15 |

[1] **CORE:** Digital Communication and Media majors are required to take MCOM 1307 for Core 40. For all other categories, they may select from any available options (see degree checklist). Apart from the major-specific core requirement, there is no set order in which core courses must be taken. COMM 2377 is recommended for Core 80.

| Identified Marketable Skills | Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities |
|---|---|
| Effective writing for digital media, broadcast and print – Multimedia production (audio, video, graphic design) – Leadership – Research & analysis – Video & audio production | Digital and traditional news media outlets – Social media management – Video & audio production for news and entertainment |

**Additional notes:**

- 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.

- At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

- All Digital Communication & Media majors will compile and submit an e-portfolio that demonstrates required competencies. Digital Communication & Media majors are encouraged to join one of the professional student organizations within the Department of Communication. The required internship class should be taken during the final semester. KWTS and the Sports Broadcasting practicum courses are highly encouraged.

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 required 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.