STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN DIGITAL MEDIA PRODUCTION

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - DIGITAL MEDIA PRODUCTION, BS

- **Writing:** Develop written skills in visual, audio, and digital platforms to design effective messages.
- **Production Skills:** Develop production skills in the visual, audio, and digital platforms to design effective messages.
- **Project Management:** Incorporate the design skills of needs assessment, message design, and evaluation when developing, producing, and evaluating a media project.

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

RELATED LINKS

Strategic Communication and Media - Digital Media Production, BS Program Page (https://www.sru.edu/academics/majors-and-minors/communication-digital-media-production/)

Strategic Communication and Media Department Page (https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/)

Professional Licensure/Certification Page (https://www.sru.edu/students/student-consumer-information/professional-licensures/)

CURRICULUM GUIDE

GPA REQUIREMENT

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

SUMMARY*

Code	Title	Hours
Rock Studies 2 Requirements		42
Other Basic Requirements		0-3
Computer Competency		0-3
Major/Concentration Requirements		51
Electives		27

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery [1]	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
Creative and Aesthetic Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Humanities Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Social Science Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Natural Sciences Inquiry		
SCI 101	Science of Life	3
Physical Sciences Inquiry		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) [2]		12
Total Hours		**42**

[1] Course offered in multiple subjects; cannot take course in first major subject.

[2] One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		**0-3**

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		**0-3**

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

MAJOR/CONCENTRATION REQUIREMENTS

- 26 major credits must be taken at SRU or PASSHE
- 26 major credits must be taken at the 300 level or above

Code	Title	Hours
Core Requirements		
COMM 110	Communication Concepts [1,2]	3
COMM 263	Mass Media and Society [1]	3
COMM 310	Communication Research Methods [1,2]	3
COMM 410	Communication Law [1,2]	3
COMM 497	Senior Capstone Seminar [1]	3
Subtotal		15
Digital Media Fundamentals		
COMM 235	Introduction to Digital Design [1]	3
COMM 248	Interactive Multimedia 1 [1]	3
COMM 254	Video Production [1]	3
COMM 256	Message Preparation [1]	3
Subtotal		12
Emphasis		
Select Emphasis from the following:		15
Multimedia Emphasis (p. 2)		
Audio Production Emphasis (p. 2)		
Television and Video Production Emphasis (p. 2)		
Digital Media Electives		
Select 2 of the following (at least one course must be 300 level or higher):		6
COMM 205	Audio Production [1]	
COMM 231	Principles of Integrated Marketing Communication & Public Relations [1]	
COMM 247	Photojournalism [1]	
COMM 257	Recording and Producing in the Audio Industry [1]	
COMM 258	Interactive Multimedia 2 [1]	
COMM 307	Social Media [1]	
COMM 334	Publication Production [1]	
COMM 335	Digital Animation [1]	
COMM 347	New-Media Journalism [1]	
COMM 350	Editing for Video [1]	
COMM 352	Digital Radio Production [1]	
COMM 354	Multi-Camera Studio Production [1]	
COMM 355	Video Field Production [0]	
COMM 365	Sports and Esports Production	
COMM 401	Digital Imaging [1]	
COMM 434	Advertising Production [1]	
COMM 459	Issues in Communication Technologies [1]	
COMM 480	The Communication Age [1]	
Subtotal		21
Internship		
COMM 450	Internship (3-12 credits) [1]	3
Total Hours		**51**

[1] Course counts for 50% of Major requirements and Major GPA
[2] A grade of 'C' or higher must be earned in these courses
* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Audio Production Emphasis

Code	Title	Hours
COMM 205	Audio Production [1]	3
COMM 257	Recording and Producing in the Audio Industry [1]	3
COMM 350	Editing for Video [1]	3
COMM 352	Digital Radio Production [1]	3
COMM 453	Media Project Management [1]	3

[1] Course counts for 50% of Major requirements and Major GPA
* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Multimedia Emphasis

Code	Title	Hours
COMM 258	Interactive Multimedia 2 [1]	3
COMM 307	Social Media [1]	3
or COMM 347	New-Media Journalism	
COMM 359	Interactive Multimedia 3 [1]	3
COMM 401	Digital Imaging [1]	3
COMM 453	Media Project Management [1]	3

[1] Course counts for 50% of Major requirements and Major GPA
* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Television and Video Production Emphasis

Code	Title	Hours
COMM 205	Audio Production [1]	3
COMM 350	Editing for Video [1]	3
COMM 354	Multi-Camera Studio Production [1]	3

COMM 355	Video Field Production [1]	3
COMM 454	Live Broadcast Production [1]	3

[1] Course counts for 50% of Major requirements and Major GPA

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA - BS (2119)
Concentration in Digital Media Production (DIGM)
This program is effective as of Summer 2022
Revised 12.05.2022
UCC 03.01.2022

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery [1]	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**16**
Spring		
COMM 235	Introduction to Digital Design	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
	Hours	**15**
Second Year		
Fall		
COMM 248	Interactive Multimedia 1	3
COMM 254	Video Production	3
SCI 101	Science of Life	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Declare a Thematic Thread [2]		
	Hours	**15**
Spring		
COMM 256	Message Preparation	3
SCI 102	Understanding the Physical World	3
Digital Media Emphasis Course		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		3
	Hours	**15**
Third Year		
Fall		
COMM 310	Communication Research Methods	3
Digital Media Emphasis Course		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
	Hours	**15**
Spring		
Digital Media Emphasis Course		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Digital Media Elective		3
Electives		6
	Hours	**15**
Fourth Year		
Fall		
COMM 410	Communication Law	3
Digital Media Emphasis Course		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
	Hours	**15**
Spring		
COMM 497	Senior Capstone Seminar	3
COMM 450	Internship	3
COMM 453 or COMM 454	Media Project Management or Live Broadcast Production	3
Digital Media Elective		3
Electives		3
	Hours	**15**
	Total Hours**	**121**

[1] Course offered in multiple subjects; cannot take course in first major subject.

[2] Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

Major Code: 2119
Concentration Code: DIGM

Revised: 10-2019

*** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.*