

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

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	FIRST 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	Media Project Management	3
or COMM 454	or Live Broadcast Production	
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.