

DIGITAL MEDIA AND COMMUNICATION (DMCM)

DMCM 3000 Methods of Persuasion 3 Credits

The course is designed to introduce you to the principal theories and research exploring how media efforts impact persuasion. The course will examine social media processes that motivate stakeholder decision-making, and how they manifest themselves and exert influence in an increasingly diverse virtual landscape. This class will cover efforts of advertising, marketing, and public relations organizations, and will look at the influence of artificial intelligence in stakeholder decision-making.

Prerequisite(s): ENGL 1102 with a grade of C or better.

DMCM 3200 Communication and Media Research Methods 3 Credits

This course introduces research approaches and ethical research practices used in communication and media research in the field.

Prerequisite(s): ENGL 1102.

DMCM 3300 Digital Storytelling 3 Credits

This writing-intensive course is designed to expose students to professional-level media writing strategy by focusing on communication objectives, techniques, styles, and mechanics. Students will review and reproduce common professional writing techniques, practices, and guidelines. Students will use technology to create narratives and multi-modal artifacts appropriate to a professional audience.

Prerequisite(s): DMCM 3000.

DMCM 3400 Media Law and Ethics 3 Credits

This course will explore the theory, history, and ethical issues associated with the First Amendment's free speech section. The course will examine Supreme Court cases, executive branch regulation, and the potential changes as digital media evolves. Legal and ethical issues relating to digital media, conflict of interest, truth-telling, institutional pressures, deception in advertising, public relations, and marketing.

Prerequisite(s): DMCM 3000.

DMCM 3500 Digital Design and Publishing 3 Credits

This course explores the principles, tools, and techniques essential for digital design and publishing. Students will gain hands-on experience with industry-standard software, including Adobe InDesign, Illustrator, and Photoshop, as they learn to create digital content for various platforms. The course covers topics such as typography, color theory, layout design, and interactive content, with a focus on professional standards and practical application. By the end of the semester, students will have developed a comprehensive digital portfolio showcasing their skills and creativity.

Prerequisite(s): DMCM 3300.

DMCM 3510 Digital Media Production 3 Credits

This course introduces students to essential audio/video concepts and the technical tools needed to create compelling narratives and original content for digital distribution. Students will learn the basics of audio and video production, including necessary software tools, as well as how to manage their digital portfolio and utilize it to build their personal brand and client brands.

Prerequisite(s): DMCM 3300.

DMCM 4000 Principles of Public Relations 3 Credits

An introduction to the history, role, and function of public relations. Topics include public relations theory, practice, and ethics to be studied through the lens of industry and career issues.

Prerequisite(s): DMCM 3400.

DMCM 4100 Case Studies: Communication and Social Media 3 Credits

This course provides an in-depth look at the role of social media in modern society through the examination of various case studies. It covers strategic planning, content creation, crisis management, and the evolving landscape of social media. Students will analyze real-world examples to understand the impact and implications of social media in different sectors. Based on lectures, case study readings, and supplementary materials, we will explore and apply social media tools, integrating them into an organization's overall communication strategy.

Prerequisite(s): DMCM 3000.

DMCM 4200 Branding and Advertising Campaigns 3 Credits

This course will focus on creative strategies and media planning, target analysis, and buying/production tactics. Students will learn by employing advertising, marketing, and public relations tactics. A group project will employ research to prepare and present an integrated communication plan for a nonprofit organization.

Prerequisite(s): DMCM 3300.

DMCM 4500 Digital Media and Communication Capstone 3 Credits

Capstone projects are comprehensive, research assignments requiring students to apply the knowledge and skills gained throughout their academic career to address real-world issues. This course challenges students to engage in independent, critical thinking, conduct research, and use creative problem-solving skills. Students will present their final projects to an audience, demonstrating their readiness to transition from an academic environment to a professional field.

Prerequisite(s): Permission of program coordinator.

Notes: Internship or capstone should be completed during the student's senior year.

DMCM 4550 Digital Media and Communication Internship 3 Credits

Students may earn three hours of course credit while gaining practical, supervised experience in the field with an agency, company, non-profit organization, government entity, or community-based organization. Students must complete at least 120 hours on internship site. This will include a substantive project presentation and that will be completed for the site.

Prerequisite(s): Permission of program coordinator.

Notes: Internship or capstone should be completed during the student's senior year.