

# DIGITAL MEDIA AND COMMUNICATION, B.S.

School of Humanities and Social Sciences

The Bachelor of Science with a major in Digital Media and Communication aims to produce graduates who are able to plan and produce digital media content appropriate to the audience and purpose using a wide range of technology and tools. Students will be able to explain the role of digital media in an adaptive landscape while adhering to ethical and legal standards. Students will be able to create brand stories and evaluate data to determine the effectiveness of an advertising campaign. Graduates will exit the program with a portfolio of original content ready to share with prospective employers.

To qualify for graduation, students must meet all graduation requirements (<http://catalog.highlands.edu/academic-information/graduation-requirements/>).

Code	Title	Hours	Completed
Core IMPACTS ( <a href="http://catalog.highlands.edu/core-curriculum/">http://catalog.highlands.edu/core-curriculum/</a> )		42	_____
<b>Field of Study</b>		<b>18</b>	_____
<i>Required:</i>			_____
ARTS 1132	Introduction to Graphic Design		_____
COMM 2101	Writing for Digital Media		_____
COMM 2230	Introduction to Mass Media		_____
FILM 2500	Intro to Film Production I		_____
<i>Select from the following to complete 18 hours:</i>			_____
COMM 2999	Professional Internship		_____
ENGL 2116	Creative Writing		_____
GFA 1000	Intro to Film & TV Production		_____
GFA 1040	Intro to Film & TV Post-Produced		_____
GFA 1500	Intro to Digital Entertain, Es		_____
PSYC 1101	Introduction to General Psychology		_____
SMGT 2400	Sports Media		_____
<b>DMCM Major Courses</b>		<b>30</b>	_____
<i>Required:</i>			_____
DMCM 3000	Methods of Persuasion		_____
DMCM 3200	Communication and Media Research Methods		_____

DMCM 3300	Digital Storytelling	_____
DMCM 3400	Media Law and Ethics	_____
DMCM 3500	Digital Design and Publishing	_____
DMCM 3510	Digital Media Production	_____
DMCM 4000	Principles of Public Relations	_____
DMCM 4100	Case Studies: Communication and Social Media	_____
DMCM 4200	Branding and Advertising Campaigns	_____
DMCM 4500	Digital Media and Communication Capstone	_____
or DMCM 4550	Digital Media and Communication Internship	_____
<b>Business/Marketing Courses</b>		<b>12</b>
<i>Required:</i>		_____
MGMT 3030	Organizational Behavior	_____
MKTG 3000	Principles of Marketing	_____
MKTG 3100	Social Media Marketing	_____
MKTG 4100	Marketing Analytic Tools	_____
<b>Free Electives</b>		<b>18</b>
Note: Students can earn a Georgia Film Academy credential and apply the credits in free electives.		_____
<b>Total Hours</b>		<b>120</b>