

SEMESTER 1

Course	Credits	Grade		✓
ENGL 101: Composition & Rhetoric I	3	C*		<input type="checkbox"/>
COMM 101: Fundamentals of Speech	3			<input type="checkbox"/>
THEA 102: Introduction to Theater	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
General Education Course	2-3			<input type="checkbox"/>
UNIV 100: CU Foundations	1			<input type="checkbox"/>

15-16

SEMESTER 2

Course	Credits	Grade		✓
ENGL 102: Composition & Rhetoric II	3	C*		<input type="checkbox"/>
MATH 101: Quantitative Reasoning	3			<input type="checkbox"/>
COMM 204: Interpersonal Communication	3			<input type="checkbox"/>
MCOM 142: Basic Media Writing/Editing	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>

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SEMESTER 3

Course	Credits	Grade		✓
ART 106: Basic Computer Graphics	3			<input type="checkbox"/>
MCOM 211: Basic Media Writing/Editing	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
General Education Course	3-4			<input type="checkbox"/>
Elective/Minor	3			<input type="checkbox"/>

15-16

SEMESTER 4

Course	Credits	Grade		✓
COMM 349: Public Relations Writing & Campaigns	3			<input type="checkbox"/>
MCOM 311: Intermediate Media Writing/Editing	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
Elective/Minor	3			<input type="checkbox"/>
Elective/Minor	3			<input type="checkbox"/>

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The **Bachelor of Science in Digital Communication** is an online degree that prepares students for careers

coordinating online media for any number of companies and organizations. You will learn how to be better at writing and creating content for the ever changing world of social media and marketing.



MILESTONE COURSES

Courses marked as Milestone Courses are crucial for staying on track to complete

your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.

HELPFUL HINTS

- Use this plan in consultation with your Academic Advisor.
- Mass Communication students *must* take COMM 101: Fundamentals of Speech and THEA 102: Introduction to Theater for their respective Gen Ed categories, and it is strongly recommended they are taken in Semester 1.

SEMESTER 5

Course	Credits	Grade	✓
COMM 269: Organizational Communication	3		<input type="checkbox"/>
COMM 301: Persuasion	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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SEMESTER 6

Course	Credits	Grade	✓
ART 222: Basic Production Techniques	3		<input type="checkbox"/>
Elective/Minor	1		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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SEMESTER 7

Course	Credits	Grade	✓
COMM 304: Intercultural Communication	3		<input type="checkbox"/>
ENGL 251: Technical Writing	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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SEMESTER 8

Course	Credits	Grade	✓
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Digital Communication. This advisor can help you with course selection, career planning, resume building, and help you with tracking your path to degree completion.

CAREERS

Digital Communications Analyst
 Social Media Director
 Marketing Coordinator
 YouTube Content Creator
 Media Influencer
 Public Relations

STUDENT ORGANIZATIONS

Concordian
 WVCU—Concord Radio
 Mountain Lion Television

COMPLEMENTARY MINORS

Business Administration
 Health Promotion
 Human Resource Management

HELPFUL HINTS

- Additional COMM and MCOM courses can be taken as general electives if desired.
- Taking one year of a modern language is highly recommended.
- Majors must achieve a combined GPA of at least 2.5 in all departmental requirements to graduate.
- With this major it should be possible to get a double major. Consider business for an online option.

