

Semester 1

Course	Credits	Grade		✓
ENGL 101: Composition & Rhetoric I	3	C*		<input type="checkbox"/>
MCOM 142: Multimedia Storytelling	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
General Education Course	2-3			<input type="checkbox"/>
Elective/Minor	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"/>
ART 106: Basic Computer Graphics	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
Elective/Minor	3			<input type="checkbox"/>

15

Semester 3

Course	Credits	Grade		✓
MCOM 204: Interpersonal Communication	3			<input type="checkbox"/>
MCOM 239: Social Media Production	3			<input type="checkbox"/>
BGEN 205: Fundamentals of Business Communication	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
Elective/Minor	3			<input type="checkbox"/>

15

Semester 4

Course	Credits	Grade		✓
MCOM 241: Digital Presenting	3			<input type="checkbox"/>
MCOM 242: Multimedia Writing	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
General Education Course	3			<input type="checkbox"/>
General Education Course	3-4			<input type="checkbox"/>

15-16



The **Bachelor of Science in Digital Professional 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 BGEN 205: Fundamentals of Business Communication and ART 106: Basic Computer Graphics for their respective Gen Ed categories.

Semester 5

Course	Credits	Grade	✓
MCOM 301: Persuasion	3		<input type="checkbox"/>
MKT 305: Principles of Marketing	3		<input type="checkbox"/>
General Education Course	4		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
16			

Semester 6

Course	Credits	Grade	✓
MCOM 304: Intercultural Communication & Diversity	3		<input type="checkbox"/>
MCOM 305: Communication in the Organization	3		<input type="checkbox"/>
MKT 316: Advertising & Sales Promotion	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
15			

Semester 7

Course	Credits	Grade	✓
MKT 321: Sales	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"/>
15			

Semester 8

Course	Credits	Grade	✓
MKT 406: Consumer Behavior	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"/>
15			

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.

