

WTAMU ADVISING SERVICES – 2024-2025 Curriculum Guide

Major: Digital Comm. & Media – Digital Journ., B.S.

Major Code: 1211

Year 1: Fall		Year 1: Spring	
CORE 40 (Language, Phil. & Culture) – MCOM 1307	3	CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312, or 2311 is recommended.	3
CORE 10 (Communication) – COMM 1315 or 1321	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 60 (American History) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	MCOM Core - MCOM 2310 Media Design	3
CORE 60 (American History) – See checklist for options	3	MCOM Core - MCOM 2311 Media Writing	3
Total:	17	Total:	15
Year 2: Fall		Year 2: Spring	
MCOM Core – MCOM 1336 Basic Video Production	3	MCOM Core – MCOM 2376 Media Theory	3
DJ Requirement – MCOM 2345 Principles of Journalism	3	CORE 80 (Social & Behav. Sci) – COMM 2377 Intercultural Comm.	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 50 (Creative Arts) – See checklist for options	3	Elective	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3	B.S. Requirement – See checklist for options	3
Total:	15	Total:	15
Year 3: Fall		Year 3: Spring	
DJ Requirement - MCOM 3309 Multimedia Journalism	3	DJ Requirement - MCOM 3379 Media Management	3
MCOM Core - MCOM 3305 New Media	3	MCOM Core - MCOM 3314 Public Relations & Advertising Research	3
DJ Required Elective (see checklist for options)	3	DJ Requirement – MCOM 3330 Trends in Journalism	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 is recommended if two 4-hour Core 30 courses are taken.	3	Elective	3
B.S. Requirement – See checklist for options	3	Elective	3
Total:	15	Total:	15
Year 4: Fall		Year 4: Spring	
DJ Required Elective (see checklist for options)	3	MCOM Core - MCOM 4398 Media Internship	3
MCOM Core - MCOM 4302 Media Law & Ethics	3	DJ Required Elective	3
DJ. Requirement – MCOM 3335 News One On Air	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Total:	15	Total:	15

¹ **CORE:** Digital Communication & Media majors are required to take MCOM 1307 for Core 40. For all other categories, they may select from any available options (see degree checklist). Apart from the major-specific core requirement, there is no set order in which core courses must be taken. COMM 2377 is recommended for Core 80.

<p>Identified Marketable Skills</p> <p>Effective writing for digital media, broadcast and print – Multimedia production (audio, video, graphic design) – Leadership – Research & analysis – Interviewing</p>	<p>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p>Digital and traditional news media outlets – Social Media management – Research and data analysis</p>
---	--

Additional notes:

- All Digital Communication & Media majors will compile and submit an e-portfolio that demonstrates required competencies.
- The required internship class should be taken during the final semester.
- The core curriculum must total exactly 42 hours; excess hours must be moved to the major as an elective or a major requirement and stay within the 120-hour requirement or approved total submitted to the Coordinating Board for degree requirements. Some majors specify particular courses to meet core curriculum requirements when options are available.
- At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.