Major: Digital Comm. & Media – Digital Media Concentration, B.A. **Major Code: 1212**

Year 1: Fall	
CORE 40 (Language, Phil. & Culture) – MCOM 1307[1]	3
CORE 10 (Communication) – COMM 1315 or 1321	3
CORE 10 (Communication) – ENGL 1301 or 1311	3
CORE 20 (Mathematics) – See checklist for options	3
CORE 60 (American History) – See checklist for options	3
Total:	15

Year 1: Spring	
MCOM Core – MCOM 2310 Media Design	3
MCOM Core – MCOM 2311 Media Writing	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312, or 2311 is recommended	3
CORE 60 (American History) – See checklist for options	3
Total:	15

Year 2: Fall	
MCOM Core – MCOM 1336 Basic Video Production	3
CORE 80 (Social & Behav. Sci) – COMM 2377 Intercultural Communication (recommended) [1]	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 50 (Creative Arts) – See checklist for options	3
B.A. Requirement – See checklist for options	3
Total:	15

Year 2: Spring	
MCOM Core – MCOM 2376 Media Theory	3
MCOM 2303 Basic Audio Production	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1102 is recommended if two 4-hour Core 30 courses are taken.	3
B.A. Requirement – See checklist for options	3
Total:	15

Year 3: Fall	
MCOM 3309 Multimedia Journalism	3
MCOM Core – MCOM 3305 New Media	3
Digital Media Required Elective – See checklist for options	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3
B.A. Requirement – See checklist for options	3
Total:	15

Year 3: Spring	
MCOM Core - MCOM 3379 Media Management	3
MCOM Core - MCOM 3314 Public Relations & Advertising Research	3
Digital Media Required Elective – See checklist for options	3
B.A. Requirement – See checklist for options	3
Elective	3
Total:	15

Year 4: Fall	
MCOM 4322 Advanced Media Production	3
MCOM Core – MCOM 4302 Media Law & Ethics	3
MCOM 3335 News One On Air	3
Elective	3
Elective	3
Total:	15

Year 4: Spring	
MCOM Core - MCOM 4398 Media Internship	3
Digital Media Required Elective – See checklist for options	3
Elective	3
Elective	3
Elective	3
Total:	15

[1] **CORE:** Digital Communication and 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.

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

Additional notes:
- 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.
- All Digital Communication & Media majors will compile and submit an e-portfolio that demonstrates required competencies. Digital Communication & Media majors are encouraged to join one of the professional student organizations within the Department of Communication. The required internship class should be taken during the final semester. KWTS and the Sports Broadcasting practicum courses are highly encouraged.

DISCLAIMER: This curriculum guide should be used in conjunction with the corresponding degree checklist for general planning purposes only. The degree checklist (later a student's official degree plan) should be referred to as the comprehensive list of all courses required for the degree. An official degree plan is required after completing 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.