*Applied Digital Media* Track

All required classes are offered in the online format both Fall and Spring semesters. A range of elective classes are also available online each semester. All classes are taught by the same high-quality professors and instructors who teach the traditional in-seat classes. All online instructors go through specialized training for online certification to ensure the online class is of the same high quality as the on-campus course.

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| **Required** **Courses**  6 courses/18 credit hours  All required courses are offered every semester. | COMM 1000 | Contemporary Mass Media |
| COMM 2030 | Introduction to Communication Theory |
| COMM 2500 | Research Methods |
| COMM 3650 | Mass Media and Society |
| COMM 4090 | Emerging Communication Technologies |
| COMM 4201 | Persuasion (CAPSTONE) |
|  |  | **Media Theory** |
| **Foundation Courses**  Select one course from each category for a total of 3 classes/9 credit hours | COMM 4140 | Media Effects |
| COMM 4740 | Entertainment Theory and Research |
|  | **Media Skills** |
| COMM 2900 | Writing for the Media |
| COMM 4050 | Public Relations and Social Media |
|  | **Applied Media Studies** |
| COMM 3250 | Principles and Practices of Advertising |
| COMM 3480 | Health Communication: Media Perspectives |
|  |  | **Electives** |
| **Elective Courses:**  **for all three emphases in the Professional Track**  Students may choose any four courses (12 credit hours) from the list unless they took that class as a Foundation Course.  Note the prerequisite courses required for desired upper division courses in order to take them early in the program of study.  Students are encouraged to complete an internship during their program of study | COMM 1020 | Interpersonal Communication |
| COMM 2900 | Writing for the Media |
| COMM 3190 | Professional Public Speaking: An Online Course |
| COMM 3240 | Business and Professional Communication |
| COMM 3250 | Principles and Practice of Advertising |
| COMM 3280 | Intercultural and Global Communication |
| COMM 3330 | Gender and Leadership |
| COMM 3350 | Integrated Marketing Communication |
| COMM 3400 | Digital Communication Technology |
| COMM 3440 | Organizational Leadership |
| COMM 3480 | Health Communication: Media Perspectives |
| COMM 3770 | Ethical Leadership |
| COMM 4050 | Public Relations and Social Media |
| COMM 4140 | Media Effects |
| COMM 4230 | Crisis Communication |
| COMM 4690 | Internship in Communication (Permission required) |
| COMM 4740 | Entertainment Theory and Research |
| COMM 4950 | Leadership and Organizational Change |

\*All courses are subject to change based on the needs of the department

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| **Four-Year Degree Plan (Not Ready Yet)**  Please note that this is an *example* degree program and your program may vary. **Students are responsible for completing all course prerequisites.** | | | | | | |
| **Year One** | √ | **FALL** | *Hours* | √ | **SPRING** | *Hours* |
|  | ENGL 1310 | 3 |  | ENGL 1410 | 3 |
|  | COMM 1050 | 3 |  | COMM 2030 | 3 |
|  | GPS 1010 | 3 |  | INDS 1050 | 3 |
|  | Explore – Arts, Humanities & Cultures Course | 3 |  | Humanities Elective | 3 |
|  | General Elective | 3 |  | Explore – Society, Behavior and Health Course | 3 |
|  | **TOTAL** | 15 |  | **TOTAL** | 15 |
|  |  | | |  | | |
| **Year Two** | √ | **FALL** | *Hours* | √ | **SPRING** | *Hours* |
|  | COMM 3190 | 3 |  | COMM 2500 | 3 |
|  | COMM Foundation course | 3 |  | Natural Science Elective (w/Lab) | 4 |
|  | Explore – Physical & Natural World Course | 3 |  | Humanities Elective | 3 |
|  | Social Science Elective | 3 |  | General Elective | 3 |
|  | General Elective | 3 |  | General Elective | 3 |
|  | **TOTAL** | 15 |  | **TOTAL** | 16 |
|  |  | | | | | |
| **Year Three** | √ | **FALL** | *Hours* | √ | **SPRING** | *Hours* |
|  | COMM 3240 | 3 |  | COMM Foundation course | 3 |
|  | COMM Foundation course | 3 |  | COMM Elective | 3 |
|  | Natural Science Elective | 3 |  | Social Science Elective | 3 |
|  | Social Science Elective | 3 |  | UD General Elective | 3 |
|  | Upper Division (UD) General Elective | 3 |  | UD General Elective | 3 |
|  | **TOTAL** | 15 |  | **TOTAL** | 15 |
|  |  | | | | | |
| **Year Four** | √ | **FALL** | *Hours* | √ | **SPRING** | *Hours* |
|  | COMM XXXX (SUMMIT) | 3 |  | UD COMM Elective | 3 |
|  | UD COMM Elective | 3 |  | Natural Science Elective | 2 |
|  | HUM 3990 | 3 |  | UD General Elective | 3 |
|  | UD General Elective | 3 |  | UD General Elective | 3 |
|  | UD General Elective | 3 |  | UD General Elective | 3 |
|  | **TOTAL** | 15 |  | **TOTAL** | 14 |

Contacts

# Contacts

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