

COMMUNICATION - DIGITAL MEDIA PRODUCTION (BACHELOR OF ARTS)

The Bachelor of Arts degree in Communication is obtained by successfully completing 120 credit hours, with at least 72 hours outside the Communication major. Fifty-three (53) of those 72 hours must be courses in liberal arts and sciences. The program requirements include:

1. 41 hours within the general studies curriculum and
 - a. CS 201 Introduction to Information Technology (3)
 - b. CS 315 Intro to Web Design (3)
 - c. six hours of a foreign language sequence
2. 45 hours in communication courses
3. 18 or more hours in a minor field
4. Electives

Students must maintain a minimum GPA of 2.00 and complete, with a minimum grade of "C," all Department of Communication courses required for the degree. Students who make a grade of "D" or "F" in a communication course may repeat the course only once. A second "D" or "F" in the same course will exclude a student from majoring or minoring in communication.

A major in communication must include:

Course	Title	Credits
COM 200	Introduction to Mass Communication	3
COM 320	Video Production and Editing	3
COM 358	Communication Theory	3
COM 380	Communication Law (WI)	3
COM 395	Ethics and Global Journalism (WI)	3
COM 415	Mass Communication Research	3
COM 491	Internship ^{1,2}	3
Total Hours		21

¹ COM 491 Internship (3) is a required course for all communication majors. Before registering for COM 491 Internship (3), a student must have satisfactorily completed specific courses in his/her area of concentration.

² Each communication major should also complete a portfolio before graduation. To assess and improve its academic programs, the department must obtain periodic measurements of student learning. Such measures will include, among others, an exit exam and exit interview.

The concentration in Digital Media Production includes:

Course	Title	Credits
Digital Media Production		
COM 205	Introduction to Broadcast Writing	3
COM 301	Introduction to Television Production	3
COM 302	Introduction to Audio Production	3
COM 316	Podcasting	3
COM 445	Media Management	3
COM 470	Advanced Electronic News	3

COM Elective ⁴	6
Total Hours	24

Students enrolling in COM 404 Media Workshop (1), COM 405 Media Workshop (1), COM 406 Media Workshop (1), COM 407 Advanced Media Workshop (1), COM 408 Advanced Media Workshop (1), COM 411 Advanced Media Workshop (1), COM 475 Directed Study (3), or COM 491 Internship (3) must apply for **eligibility** into those courses **no later** than the pre-registration period preceding the semester in which the courses will be taken. Media workshops are strongly recommended electives for all students.

Communication Electives for the Digital Media Production concentration should be selected from the following:

Course	Title	Credits
COM 305	Advanced Audio Production	3
COM 306	Sport Communication	3
COM 307	Media Literacy	3
COM 330	Introduction to Public Relations	3
COM 345	Social Media Strategy	3
COM 350	Announcing	3
COM 385	Multimedia Design	3
COM 404	Media Workshop	1
COM 405	Media Workshop	1
COM 406	Media Workshop	1
COM 407	Advanced Media Workshop	1
COM 408	Advanced Media Workshop	1
COM 410	Media Features (WI)	3
COM 411	Advanced Media Workshop	1
COM 412	Digital Media Analytics	3
MKT 301	Principles of Marketing	3
MKT 325	Digital Marketing	3
MKT 378	Consumer Behavior	3

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. **More information about general education requirements can be found in the Summary of Degrees/Requirements (<https://catalog.jsu.edu/undergraduate/summary-degrees-requirements/>) section of the catalog.**

Freshman		Hours
Fall		
EH Composition sequence		3
Fine Arts		3
EH 141	Speech	3
MS 204 or MS 110	Basic Statistics or Finite Mathematics	3
History sequence		3
SSC 101	First Year Experience	0
Hours		15
Spring		
EH Composition sequence		3
Natural Science sequence		4
History sequence		3
COM 200	Introduction to Mass Communication	3
COM 205	Introduction to Broadcast Writing	3
Hours		16

2 Communication - Digital Media Production (Bachelor of Arts)

Sophomore

Fall	
Literature sequence	3
Natural Science sequence	4
Social/Behavioral Science	3
Minor or General Electives	3
Hours	13

Spring	
Literature sequence	3
Foreign Language sequence ³	3
Social/Behavioral Science	3
CS 201 Introduction to Information Technology	3
COM 301 Introduction to Television Production	3
Hours	15

Junior	
Fall	
Foreign Language sequence ³	3
CS 315 Intro to Web Design	3
COM 358 Communication Theory	3
COM 380 Communication Law (WI)	3
Minor or General Electives	3
Hours	15

Spring	
COM 302 Introduction to Audio Production	3
COM 320 Video Production and Editing (or interest area)	3
COM 415 Mass Communication Research	3
COM Elective ⁴	3
Minor/General Elective	4
Hours	16

Summer	
COM 491 Internship	3
Hours	3

Senior	
Fall	
COM 316 Podcasting	3
COM 395 Ethics and Global Journalism (WI)	3
COM Elective ⁴	3
Minor or General Electives	6
Hours	15

Spring	
COM 445 Media Management	3
COM 470 Advanced Electronic News	3
Minor or General Electives	6
Hours	12

Total Hours	120
--------------------	------------

³ The sequence must be in the same foreign language.

⁴ Six credit hours of elective credit are required in the COM major. Please select a course from the approved list (1-3 hours) to work towards this requirement.