

# 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. A minor is required for this degree.

The Jax MIX General Education requirements are made up of the following:

Course	Title	Credits
Jax MIX Communication		12
For math, select one course from the following:		
MS 110	Finite Mathematics	
MS 204	Basic Statistics	
Jax MIX Expression		9
Jax MIX Inquiry		8
Jax MIX Experience		12
Professional and Aesthetic Development - Select two courses:		
ART 131	Graphic Design Technologies	
ART 233	Design I	
ART 368	Introduction to Photography	
ART 390	Photoshop Tools	
FLM 231	Film Technology Foundations I	
MU 150	Technology in Music	
MU 350	Advanced Technology	
Social and Cultural Foundations - Select two courses: <sup>1</sup>		
AN 345	Cultural Anthropology	6
AN 347	Current Social Issues	
EH 303	Survey of African American Literature I	
EH 304	Survey of African American Literature II	
EH 305	Native American Literature	
EH 420	Women's Literature	
EH 428	LGBTQ+ Literature	
FH 101	Beginner's French I	
FH 102	Beginner's French II	
GNS 201	Introduction to Gender and Diversity Studies	
SH 101	Beginner's Spanish I	
SH 102	Beginner's Spanish II	
SY 223	Social Problems	
SY 309	Sociology of Disability	
SY 356	Social Movements and Activism	
SY 360	Race, Ethnicity, and Society	
SY 366	Religion, Spirituality, and Cults	
SY 367	Sociology of Sexualities	
SY 368	Gender and Society	
<b>Total Hours</b>		<b>53</b>

<sup>1</sup> If six (6) hours of foreign language is selected, then a sequence is required.

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 <sup>2,3</sup>	3
<b>Total Hours</b>		<b>21</b>

<sup>2</sup> 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.

<sup>3</sup> 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
<b>Digital Media Production</b>		
COM 205	Introduction to Broadcast Writing	3
COM 301	Introduction to Television Production	3
COM 302	Introduction to Audio Production	3
COM 445	Media Management	3
COM 470	Advanced Electronic News	3
COM Media Workshop - select 3 from the following: <sup>4</sup>		
COM 360	Media Workshop - News Publishing	
COM 361	Media Workshop - Radio Broadcasting	
COM 362	Media Workshop - Public Relations & Advertising	
COM 363	Media Workshop - Video News	
COM 364	Media Workshop - Sports Media Production	
COM 365	Media Workshop - Multimedia Production	
COM Elective <sup>4</sup>		6
<b>Total Hours</b>		<b>24</b>

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4 Students enrolling in COM 360 Media Workshop - News Publishing (1), COM 361 Media Workshop - Radio Broadcasting (1), COM 362 Media Workshop - Public Relations & Advertising (1), COM 363 Media Workshop - Video News (1), COM 364 Media Workshop - Sports Media Production (1), COM 365 Media Workshop - Multimedia Production (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 304	Introduction to Advertising	3
COM 305	Advanced Audio Production	3
COM 306	Sport Communication	3
COM 307	Media Literacy	3
COM 309	Entertainment & Media	3
COM 316	Podcasting	3
COM 330	Introduction to Public Relations	3
COM 345	Social Media Strategy	3
COM 350	Announcing	3
COM 360	Media Workshop - News Publishing	1
COM 361	Media Workshop - Radio Broadcasting	1
COM 362	Media Workshop - Public Relations & Advertising	1
COM 363	Media Workshop - Video News	1
COM 364	Media Workshop - Sports Media Production	1
COM 365	Media Workshop - Multimedia Production	1
COM 385	Multimedia Design	3
COM 397	Advanced Video Production	3
COM 410	Media Features (WI)	3
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 Jax MIX requirements (<https://catalog.jsu.edu/undergraduate/jax-mix-requirements/>) and Alabama Transfers equivalents (<https://catalog.jsu.edu/undergraduate/alabama-transfers-equivalents/>) can be found in their respective section of the catalog.**

Freshman		Hours
<b>Fall</b>		
Jax MIX Communication: EH Composition sequence		3
Jax MIX Expression: Fine Arts		3
EH 141	Speech (Jax MIX Communication)	3
MS 204	Basic Statistics (Jax MIX Communication) or MS 110 or Finite Mathematics	3
Jax MIX Experience: History		3
SSC 101	First Year Experience	0
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Jax MIX Communication: EH Composition sequence		3
Jax MIX Inquiry: Science		4
Jax MIX Experience: History		3

COM 200	Introduction to Mass Communication	3
COM 205	Introduction to Broadcast Writing	3
<b>Hours</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
Jax MIX Expression: Literature		3
Jax MIX Inquiry: Science		4
Jax MIX Experience: Social/Behavioral Science		3
COM Media Workshop <sup>1</sup>		1
Minor or General Electives		3
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
Jax MIX Expression: Literature		3
Jax MIX Experience: Social/Behavioral Science		3
Professional and Aesthetic Development		3
Social and Cultural Foundations		3
COM 301	Introduction to Television Production	3
COM Media Workshop <sup>1</sup>		1
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
Professional and Aesthetic Development		3
Social and Cultural Foundations		3
COM 358	Communication Theory	3
COM 380	Media Law (WI)	3
COM Media Workshop <sup>1</sup>		1
Minor or General Electives		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
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 <sup>2</sup>		3
Minor/General Elective		4
<b>Hours</b>		<b>16</b>
<b>Summer</b>		
COM 491	Internship	3
<b>Hours</b>		<b>3</b>
<b>Senior</b>		
<b>Fall</b>		
COM 395	Media Ethics (WI)	3
COM Elective <sup>2</sup>		3
Minor or General Electives		6
<b>Hours</b>		<b>12</b>
<b>Spring</b>		
COM 445	Media Management	3
COM 470	Advanced Electronic News	3
Minor or General Electives		6
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Students must select COM Media Workshops from the following: COM 360 Media Workshop - News Publishing (1), COM 361 Media Workshop - Radio Broadcasting (1), COM 362 Media Workshop - Public Relations & Advertising (1), COM 363 Media Workshop - Video News (1), COM 364 Media Workshop - Sports Media Production (1), and COM 365 Media Workshop - Multimedia Production (1).

<sup>2</sup> 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.