

WTAMU ADVISING SERVICES – 2024-2025 Curriculum Guide

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

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 1336 Basic Video Production	3
DJ Requirement – MCOM 2345 Principles of Journalism	3	MCOM Core - MCOM 2311 Media Writing	3
Total:	15	Total:	15
Year 2: Fall		Year 2: Spring	
MCOM Core - MCOM 2310 Media Design	3	MCOM Core – MCOM 2376 Media Theory	3
CORE 60 (American History) – See checklist for options	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	CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 is recommended if two 4-hour Core 30 courses are taken.	3
B.A. Requirement – See checklist for options	3	B.A. 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 3335 News One On Air	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 30 (Life & Phys. Sci.) – See checklist for options	3	B.A. Requirement – See checklist for options	3
B.A. 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 3379 Media Management	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.

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 – Interviewing	Digital and traditional news media outlets – Social Media management – Research and data analysis

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.

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.