

Digital Communication and Media, BS

Program Requirements

Complete all courses listed below unless otherwise indicated.

University-Wide Requirement

Minimum 120 total semester hours required

Minimum 2.000 GPA required

Students must earn a minimum of 60 Northeastern University semester hours in order to receive a bachelor's degree.

Note: Individual program requirements may exceed the above minima.

NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (<http://catalog.northeastern.edu/professional-studies/university-academics/nupath>).

Foundation Courses

24 semester hours required

Code	Title	Hours
English		
Complete one of the following:		4
ENG 1105 and ENG 1106	College Writing 1 and Lab for ENG 1105	
ENG 1103 and ENG 1104	College Writing 1 for Nonnative Speakers and Lab for ENG 1103	
Complete the following two courses with corresponding labs:		
ENG 1107 and ENG 1108	College Writing 2 and Lab for ENG 1107	4
ENG 3107 and ENG 3108	Writing for the Professions: Business and the Social Sciences and Lab for ENG 3107	4
Information Technology		
ITC 2016	End-User Data Analysis Tools	3
Mathematics		
MTH 1100	College Algebra	3
MTH 2310	Statistics for the Behavioral and Social Sciences	3
Philosophy		
PHL 2120	Ethical Issues in Communication	3

Major Courses

51 semester hours required

Code	Title	Hours
Business		
MGT 1100	Introduction to Business	3
Visual Media and Art		
ART 2100	Foundation in Visual Communication	3
ART 2200	Fundamentals of Computer Graphics and Desktop Publishing	3
ART 4100	Graphic Communication 1	3
ITC 3400	Web Design and Multimedia	3

Marketing		
MKT 2100	Principles of Marketing	3
MKT 2220	Consumer Behavior	3
Communication		
CMN 1100	Organizational Communication	3
CMN 2310	Professional Speaking	3
CMN 3220	Public Relations Basics and Practice	3
CMN 3250		3
CMN 3330	Digital Communication and Organizations	3
CMN 3350	Intercultural Communication	3
CMN 3400	Advanced Organizational Communication	3
TCC 3200	Digital and Social Communication Technologies	3
Writing		
ENG 3260	Writing to Inform and Persuade	3
TCC 3450	Writing for the Web	3

Major Electives

15 semester hours required

Code	Title	Hours
Complete five of the following:		15
TCC 3220	Technical Promotional Writing	
ART 2000	Typography: Communicating Content with Form	
CMN 3360	Crisis Communication	
ITC 2000	Principles of Systems Analysis and Design	
ITC 2100	Introduction to Programming (Java)	
ITC 2400	Web and Mobile Development	
ITC 2300	Database Management Systems	
ITC 3150	Database Websites	

Capstone

3 semester hours required

Code	Title	Hours
CMN 4850	Capstone in Professional Communication	3

Electives

Complete a minimum of 27 semester hours to reach 120 semester hours.