# *Digital Communication and Media, BS*

The Bachelors of Science in Digital Communication and Media prepares students for jobs in the expanding market for digital based communications. Students are exposed to the digital channels and technology at the core of today's positions in corporate and marketing communications.

Students start with foundation courses in such areas as English and Ethics. These are followed by major course selections in Management, Marketing, and Visual Media.

Students then move to the heart of the program to develop digital competencies. These courses cover communication research methods, digital communication strategy, and inbound marketing fundamentals. From here, students enter a unique virtual public relations firm to design, implement, and manage a digital communication campaign for a real-world client.

Successful graduates of the program should possess the competencies for digital communication jobs in a wide range of fields, including corporations, public relations and marketing agencies, and nonprofit organizations.

## Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses listed below unless otherwise indicated.

## Universitywide 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 (https://catalog.northeastern.edu/professional-studies/university-academics/nupath/).

NUpath requirements Understanding Societies and Institutions (SI) and Natural and Designed World (ND) are not explicitly satisfied by required courses in the curriculum at this time. Students are responsible for satisfying these requirements, and if these are not fulfilled in required major courses, they should use general electives to do so.

## Foundation Courses

24 semester hours required

| Code | Title | Hours |
| --- | --- | --- |
| **English** | | |
| ENG 1105 and ENG 1106 | College Writing 1 and Lab for ENG 1105 | 4 |
| 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 Graphics and Publishing Production | 3 |
| ITC 2050 | Designing the User Experience | 3 |
| ITC 2400 | Web and Mobile Development | 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 | Introduction to Public Relations | 3 |
| CMN 3350 | Intercultural Communication | 3 |
| CMN 3410 | Digital Communication Strategy | 3 |
| CMN 3800 | Designing and Implementing a Promotional Campaign | 3 |
| CMN 3850 | Managing Communication Projects | 3 |
| MKT 3010 | Digital Marketing | 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 |
| CMN 3360 | Crisis Communication | |
| CMN 3100 | Negotiation | |
| MGT 2310 | Organizational Behavior | |
| PJM 1100 | Project Management Fundamentals - Project Initiation and Close | |
| PJM 1400 | Project Planning | |
| PJM 2000 | Project Monitoring and Control | |

## 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.

## Plan of Study

| Term 1 | Hours |
|---|---|
| ENG 1105 and ENG 1106 | 4 |
| MTH 1100 | 3 |
| ART 2100 | 3 |

| | Hours |
|---|---|
| CMN 1100 | 3 |
| MGT 1100 | 3 |
| | **16** |

| Term 2 | Hours |
|---|---|
| ENG 1107 and ENG 1108 | 4 |
| MKT 2100 | 3 |
| CMN 3220 | 3 |
| ITC 2016 | 3 |
| ART 2200 | 3 |
| | **16** |

| Term 3 | Hours |
|---|---|
| ENG 3260 | 3 |
| PHL 2120 | 3 |
| MTH 2310 | 3 |
| CMN 3350 | 3 |
| SI Core | 3 |
| | **15** |

| Term 4 | Hours |
|---|---|
| CMN 3410 | 3 |
| CMN 2310 | 3 |
| ITC 2050 | 3 |
| MKT 2220 | 3 |
| TCC 3450 | 3 |
| | **15** |

| Term 5 | Hours |
|---|---|
| ENG 3107 and ENG 3108 | 4 |
| MKT 3010 | 3 |
| Major Elective | 3 |
| Major Elective | 3 |
| | **13** |

| Term 6 | Hours |
|---|---|
| ND Core | 3 |
| ITC 2400 | 3 |
| CMN 3800 | 3 |
| Major Elective | 3 |
| Open Elective | 3 |
| | **15** |

| Term 7 | Hours |
|---|---|
| CMN 3850 | 3 |
| Major Elective | 3 |
| Open Elective | 3 |
| Open Elective | 3 |
| Open Elective | 3 |
| | **15** |

| Term 8 | Hours |
|---|---|
| CMN 4850 | 3 |
| Major Elective | 3 |
| Open Elective | 3 |
| Open Elective | 3 |

| Open Elective | 3 |
| --- | --- |
| | **15** |

**Total Hours: 120**