

**University of Northern Iowa Department of Communication and Media**  
**Digital Media Major: Leadership Emphasis**  
**2025-2026 Degree Requirement – 49 hours**

<b>Required Core Courses (21 hrs.)</b>	<b>Credits</b>
<input type="checkbox"/> <b>CM CORE 1001</b> Digital Toolbox	3
<input type="checkbox"/> <b>CM CORE 1010</b> Mass Communication and Society	3
<input type="checkbox"/> <b>COMM 3155</b> Professional and Public Communication	3
<input type="checkbox"/> <b>CM CORE 3255</b> Advocacy Campaigns	3
<input type="checkbox"/> <b>COMM 3455</b> Creativity, Storytelling, and Identity	3
<input type="checkbox"/> <b>CM CORE 4124</b> Communication and Media Theories	3
<input type="checkbox"/> <b>CM CORE 3900</b> Internship in Communication and Media	3

<b>Required Courses: Digital Media (19 hrs.)</b>	
<input type="checkbox"/> <b>COMM DM 1652</b> Writing for Digital Media	3
<input type="checkbox"/> <b>COMM DM 2651</b> Digital Media Production II	3
<input type="checkbox"/> <b>COMM DM 2950</b> Applied Digital Media	1
<input type="checkbox"/> <b>COMM DM 3656</b> Digital Media Industries (CM CORE 1010 or instructor consent)	3
<input type="checkbox"/> <b>COMM DM 4630</b> Digital Media Law and Ethics (Jr.)	3
<input type="checkbox"/> <b>COMM DM 4653</b> Digital Media Distribution (CM CORE 1010; Jr.)	3
<input type="checkbox"/> <b>COMM DM 4654</b> Digital Media Management (CM CORE 1010; Jr.)	3

<b>Economics (3 hrs.)</b>	
<input type="checkbox"/> <b>ECON 1031</b> Introduction to Business Economics <b>OR</b>	3
<input type="checkbox"/> <b>ECON 1041</b> Principles of Macroeconomics	

<b>Required Marketing Course (3 hrs.)</b>	
<input type="checkbox"/> <b>MKTG 2110</b> Principles of Marketing (ECON 1031 or 1041)	3

<b>and Choose 1 Course (3 hrs.)</b>	
<input type="checkbox"/> <b>MGMT 3965</b> Organizational Management (Jr.)	
<input type="checkbox"/> <b>MKTG 3113</b> Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> <b>MKTG 3143</b> Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> <b>MKTG 3146</b> Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> <b>ENTR 3583</b> Entrepreneurship (MKTG 2110; ECON 1031 or 1041; Jr)	3

**For more information, please contact:**  
Ari Sullivan, Academic Advisor  
Email: Ari.Sullivan@uni.edu



## Digital Media Major: Leadership Emphasis

### Sample Plan of Study

#### Freshman Fall

COMM 1000	Oral Communication	3 hrs.
CM CORE	Digital Toolbox	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
Total		15 hrs.

#### Freshman Spring

ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)	3 hrs.
CM CORE 1010	Mass Communication and Society	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
Total		15 hrs.

#### Sophomore Fall

COMM DM 1652	Writing for Digital Media	3 hrs.
COMM DM 3656	Digital Media Industries (CM CORE 1010 or instructor consent)	3 hrs.
	Economics Area (see reverse side)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

#### Sophomore Spring

COMM 3155	Professional and Public Communication	3 hrs.
CM CORE 3255	Advocacy Campaigns	3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 or ECON 1041)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

#### Junior Fall

	Marketing/Management/Business Area	3 hrs.
COMM DM 4654	Digital Media Management (CM CORE 1010; Jr.)	3 hrs.
COMM DM 2950	Applied Digital Media	1 hr.
	UNIFI/General Education or University Electives	9 hrs.
Total		16 hrs.

#### Junior Spring

CM CORE 4124	Communication and Media Theories	3 hrs.
COMM DM 4630	Digital Media Law and Ethics (Jr.)	3 hrs.
	Marketing/Management/Business Area	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

#### Senior Fall

COMM 3455	Creativity, Storytelling and Identity	3 hrs.
COMM DM 4653	Digital Media Distribution	3 hrs.
CM CORE 3900	Internship in Communication and Media	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

#### Senior Spring

UNIFI/General Education or University Electives	14 hrs.
Total	14 hrs.

**Total Hours 120 hrs.**

*Students should regularly meet with their academic advisor to plan their specific semester schedule.*