## University of Northern Iowa Department of Communication and Media Digital Media Major: Leadership Emphasis

2025-2026 Degree Requirement – 49 hours

□ CM CORE 3255 Advocacy Campaigns 3   □ COMM 3455 Creativity, Storytelling, and Identity 3   □ CM CORE 4124 Communication and Media Theories 3   □ CM CORE 3900 Internship in Communication and Media 3   Required Courses: Digital Media (19 hrs.) 3   □ COMM DM 1652 Writing for Digital Media 3   □ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2550 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4630 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ■ Economics (3 hrs.) □ ECON 1031 Introduction to Business Economics OR 3   ■ ECON 1031 Introduction to Business Economics OR 3   ■ ECON 1041 Principles of Macroeconomics   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3113 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	Required Core Courses (21 hrs.)	Credits
□ COMM 3155 Professional and Public Communication 3   □ CM CORE 3255 Advocacy Campaigns 3   □ COMM 3455 Creativity, Storytelling, and Identity 3   □ CM CORE 4124 Communication and Media Theories 3   □ CM CORE 3900 Internship in Communication and Media 3   Required Courses: Digital Media (19 hrs.) □   □ COMM DM 1652 Writing for Digital Media 3   □ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2950 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Industries (ICM CORE 1010; Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ■ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ CM CORE 1001 Digital Toolbox	3
□ CM CORE 3255 Advocacy Campaigns 3   □ COMM 3455 Creativity, Storytelling, and Identity 3   □ CM CORE 4124 Communication and Media Theories 3   □ CM CORE 3900 Internship in Communication and Media 3   Required Courses: Digital Media (19 hrs.) 3   □ COMM DM 1652 Writing for Digital Media 3   □ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2550 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Industries (CM CORE 1010; Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ■ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3134 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ CM CORE 1010 Mass Communication and Society	3
□ COMM 3455 Creativity, Storytelling, and Identity 3   □ CM CORE 4124 Communication and Media Theories 3   □ CM CORE 3900 Internship in Communication and Media 3   Required Courses: Digital Media (19 hrs.) 3   □ COMM DM 1652 Writing for Digital Media 3   □ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2950 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ■ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM 3155 Professional and Public Communication	3
□ CM CORE 4124 Communication and Media Theories 3   □ CM CORE 3900 Internship in Communication and Media 3   Required Courses: Digital Media (19 hrs.) 3   □ COMM DM 1652 Writing for Digital Media 3   □ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2950 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ■ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics   Required Marketing Course (3 hrs.)   □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.)   □ MGMT 3965 Organizational Management (Jr.) □ MGMT 3965 Organizational Management (Jr.)   □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ CM CORE 3255 Advocacy Campaigns	3
Required Courses: Digital Media (19 hrs.)  COMM DM 1652 Writing for Digital Media COMM DM 2651 Digital Media Production II  COMM DM 2950 Applied Digital Media COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent)  COMM DM 3656 Digital Media Industries (CM CORE 1010; Jr.)  COMM DM 4630 Digital Media Law and Ethics (Jr.)  COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.)  COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.)  ECONOMICS (3 hrs.)  ECON 1031 Introduction to Business Economics OR ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.)  MKTG 2110 Principles of Marketing (ECON 1031 or 1041)  and Choose 1 Course (3 hrs.)  MGMT 3965 Organizational Management (Jr.)  MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)  MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM 3455 Creativity, Storytelling, and Identity	3
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□ COMM DM 2651 Digital Media Production II 3   □ COMM DM 2950 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	Required Courses: Digital Media (19 hrs.)	
□ COMM DM 2950 Applied Digital Media 1   □ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3    ECON 1031 Introduction to Business Economics OR  □ ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.)  □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 1652 Writing for Digital Media	3
□ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent) 3   □ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3    Economics (3 hrs.)  □ ECON 1031 Introduction to Business Economics OR □ ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 2651 Digital Media Production II	3
□ COMM DM 4630 Digital Media Law and Ethics (Jr.) 3   □ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3    Economics (3 hrs.)  □ ECON 1031 Introduction to Business Economics OR □ ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 2950 Applied Digital Media	1
□ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.) 3   □ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   Economics (3 hrs.) □ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent)	3
□ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.) 3   Economics (3 hrs.) □ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics 3   Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041) 3   and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)   □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 4630 Digital Media Law and Ethics (Jr.)	3
Economics (3 hrs.)  □ ECON 1031 Introduction to Business Economics OR □ ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041)  and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.)	3
□ ECON 1031 Introduction to Business Economics OR 3   □ ECON 1041 Principles of Macroeconomics    Required Marketing Course (3 hrs.)  □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041)  3  and Choose 1 Course (3 hrs.)  □ MGMT 3965 Organizational Management (Jr.)  □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)  □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.)	3
□ ECON 1041 Principles of Macroeconomics  Required Marketing Course (3 hrs.) □ MKTG 2110 Principles of Marketing (ECON 1031 or 1041)  and Choose 1 Course (3 hrs.) □ MGMT 3965 Organizational Management (Jr.) □ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr) □ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	Economics (3 hrs.)	
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☐ MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	☐ MGMT 3965 Organizational Management (Jr.)	
	☐ MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)	
MKTG 3146 Digital Advertising (MKTG 2110: FCON 1031 or 1041: Ir)		
- Wiki & 3140 Digital Advertising (Wiki & 2110, ECON 1031 of 1041, 31)	☐ MKTG 3146 Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr)	
□ ENTR 3583 Entrepreneurship (MKTG 2110; ECON 1031 or 1041; Jr) 3	☐ ENTR 3583 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.
WKIG 2110	UNIFI/General Education or University Electives		6 hrs.
	OMFI/ General Education of Oniversity Electives	Total	15 hrs.
Junior Fall			
Junior Faii	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.
2550	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.
5 55.1L 5566	UNIFI/General Education or University Electives		6 hrs.
	ording deficted Education of Offiversity Electives	Total	15 hrs.
Senior Spring			
Semoi 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.