

University of Northern Iowa Department of Communication and Media
Digital Media Major: Leadership Emphasis
2024-2025 Degree Requirement – 49 hours

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

Required Courses: Digital Media (19 hrs.)	
<input type="checkbox"/> COMM DM 1652 Writing for Digital Media	3
<input type="checkbox"/> COMM DM 2651 Digital Media Production II	3
<input type="checkbox"/> COMM DM 2950 Applied Digital Media OR	1
<input type="checkbox"/> COMM DM 3950 Advanced Applied Digital Media	
<input type="checkbox"/> COMM DM 3656 Digital Media Industries (CM CORE 1010 or instructor consent)	3
<input type="checkbox"/> COMM DM 4630 Digital Media Law and Ethics (Jr.)	3
<input type="checkbox"/> COMM DM 4653 Digital Media Distribution (CM CORE 1010; Jr.)	3
<input type="checkbox"/> COMM DM 4654 Digital Media Management (CM CORE 1010; Jr.)	3

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

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

and Choose 1 Course (3 hrs.)	
<input type="checkbox"/> MGMT 3153 Organizational Management (Jr.)	
<input type="checkbox"/> MKTG 3113 Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> MKTG 3146 Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr)	
<input type="checkbox"/> ENTR 3583 Entrepreneurship (MKTG 2110; ECON 1031 or 1041; Jr)	3

For more information, please contact:
 Lori Johnson, Advising Coordinator
 Email: Lori.Johnson@uni.edu



**Digital Media Major: Leadership Emphasis
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 (or COMM DM 3950 Adv. Applied DM)		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.
COMM DM 3900	Internship		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.