

University of Northern Iowa Department of Communication and Media
Digital Media Major: Leadership Emphasis
2023-2024 Degree Requirement – 49 hours

- ✓ File a New Declaration of Curriculum with the department in order to declare a new major or minor
- ✓ 2.5 cumulative GPA or above is required for graduation by the Department of Communication and Media

Required Courses – Digital Media: (25 hours)

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM COR 2020	Communication Research Methods	3 hrs.
<input type="checkbox"/>	COMM COR 4124	Communication and Media Theories	3 hrs.
<input type="checkbox"/>	COMM DM 1650	Digital Media Seminar (co-requisite COMM DM 1651)	1 hr.
<input type="checkbox"/>	COMM DM 1651	Digital Media Production I (co-requisite COMM DM 1650)	3 hrs.
<input type="checkbox"/>	COMM DM 1652	Writing for Digital Media	3 hrs.
<input type="checkbox"/>	COMM DM 3179 OR	Cooperative Education	3 hrs.
<input type="checkbox"/>	COMM DM 3900	Internship in Digital Media (Jr.; Internship coordinator approval)	3 hrs.
<input type="checkbox"/>	COMM DM 4621	Digital Media Analysis (COMM COR 2020; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4632	Senior Seminar in Digital Media (COMM DM 1650; Sr.)	3 hrs.

Required Courses – Digital Media Leadership: (15 hours)

<input type="checkbox"/>	COMM DM 3656	Digital Media Industries (COMM COR 1010 or instructor consent)	3 hrs.
<input type="checkbox"/>	COMM DM 3657	Promotion of Digital Media (COMM COR 1010)	3 hrs.
<input type="checkbox"/>	COMM DM 4630	Digital Media Law and Ethics (Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4653	Digital Media Distribution (COMM COR 1010; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4654	Digital Media Management (COMM COR 1010; Jr.)	3 hrs.

Required Course – Economics: Select 1 course from the following: (3 hours)

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

Required Course – Marketing: (3 hours)

<input type="checkbox"/>	MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
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Choose 1 course from the following: (3 hours)

<input type="checkbox"/>	MGMT 3153	Organizational Management (Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3113	Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3143	Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3146	Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3583	Entrepreneurship (BUSINESS 2010 or (ACCT 2120; ACCT 2130; prerequisite or co-requisite FIN 3130/5130; STAT 1772 or equivalent, and ECON 1011); MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051); Jr.)	3 hrs.

For additional information contact:

UNI Department of Communication and Media

Lang Hall 326 | 319-273-2217

**Digital Media Major: Leadership Emphasis
Plan of Study**

Freshman Fall

COMM 1000	Oral Communication	3 hrs.
COMM DM 1650	Digital Media Seminar (co-requisite COMM DM 1651)	1 hr.
COMM DM 1651	Digital Media Production I (co-requisite COMM DM 1650)	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
Total		16 hrs.

Freshman Spring

ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)	3 hrs.
COMM COR 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 (COMM COR 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 COR 2020	Communication Research Methods	3 hrs.
COMM DM 3657	Promotion of Digital Media (COMM COR 1010)	3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

Junior Fall

COMM DM 4654	Digital Media Management (COMM COR 1010; Jr.)	3 hrs.
	Marketing/Management/Business Area (see reverse side)	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
Total		15 hrs.

Junior Spring

COMM COR 4124	Communication and Media Theories	3 hrs.
COMM DM 4630	Digital Media Law and Ethics (COMM COR 1010; Jr.)	3 hrs.
	Marketing/Management/Business Area (see reverse side)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

Senior Fall

COMM DM 3900 OR	Internship	3 hrs.
COMM DM 3179	Co-op (Jr.; internship coordinator approval)	3 hrs.
COMM DM 4653	Digital Media Distribution (COMM COR 1010; Jr.)	3 hrs.
COMM DM 4632	Senior Seminar in Digital Media (COMM DM 1650; Sr.)	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.