

**University of Northern Iowa**  
**Department of Communication Studies—Digital Media Major: Leadership Emphasis**  
**2019-2020 Degree Requirements—49 hours Major, 45 hours Liberal Arts Core, 26 hours Electives**

**Full declaration requirements:**

- ✓ A 2.7 cumulative GPA in at least 24 hours of course work including Oral Communication (COMM 1000) and College Writing and Research (ENGLISH 1005) or their equivalents
  - ✓ A 2.7 average GPA or better in the designated core courses (COMM COR 1010, COMM DM 1650 & COMM DM 1651)
  - ✓ File a New Declaration of Curriculum with the department
- \* 2.5 cumulative GPA or above is required for graduation by the Department of Communication Studies**

**Core Courses for Full Declaration of Digital Media Leadership: 3 courses (7 hrs.)**

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	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.

**Required Courses - Digital Media: Leadership: (15 hrs.)**

<input type="checkbox"/>	COMM COR 2020	Communication Research Methods **	3 hrs.
<input type="checkbox"/>	COMM COR 4124	Communication Theories **	3 hrs.
<input type="checkbox"/>	COMM DM 1652	Writing for Digital Media	3 hrs.
<input type="checkbox"/>	COMM DM 3179 OR	Cooperative Education	
<input type="checkbox"/>	COMM DM 3900	Internship in Digital Media (see internship requirements)	3 hrs.
<input type="checkbox"/>	COMM DM 4632	Senior Seminar in Digital Media (COMM DM 1650; Sr.)	3 hrs.

**Required Digital Media Courses: (18 hours)**

<input type="checkbox"/>	COMM DM 3656	Digital Media Industries (COMM COR 1010)	3 hrs.
<input type="checkbox"/>	COMM DM 3657	Promotion of Digital Media (COMM COR 1010)	3 hrs.
<input type="checkbox"/>	COMM DM 4622	Digital Media Audiences (COMM COR 1010; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4631	Digital Media Law (COMM COR 1010; 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.

**Economics: Select 1 course from the following: (3 hours)**

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

**Required Marketing: (3 hours)**

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

<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.
<input type="checkbox"/>	MGMT 3153	Organizational Management (Jr.)	3 hrs.

\*\* These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent.

**For additional information contact:**

UNI Department of Communication Studies  
 Lang Hall 326 | 319-273-2217

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

**Semester One**

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.
	Liberal Arts Core	9 hrs.
<b>Total</b>		<b>16 hrs.</b>

**Semester Two**

ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)	3 hrs.
COMM COR 1010	Mass Communication and Society	3 hrs.
	Liberal Arts Core	9 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Three**

COMM DM 1652	Writing for Digital Media	3 hrs.
COMM DM 3656	Digital Media Industries (COMM COR 1010)	3 hrs.
	Economics Area (see reverse side)	3 hrs.
	Liberal Arts Core	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Four**

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.
	Liberal Arts Core/University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Five**

COMM DM 4622	Digital Media Audiences (COMM COR 1010; Jr.)	3 hrs.
COMM DM 4654	Digital Media Management (COMM COR 1010; Jr.)	3 hrs.
	Liberal Arts Core/University Electives	9 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Six**

COMM COR 4124	Communication Theories **	3 hrs.
COMM DM 4631	Digital Media Law (COMM COR 1010; Jr.)	3 hrs.
	Business Area (see reverse side)	3 hrs.
	Liberal Arts Core/University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Seven**

COMM DM 3900 OR	Internship	
COMM DM 3179	Co-op (Jr.; consent needed – see internship director)	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.
	University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Semester Eight**

	Liberal Arts Capstone	2 hrs.
	University Electives	12 hrs.
<b>Total</b>		<b>14 hrs.</b>

**Total Hours 120 hrs.**

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