

Accelerated B.A. Communication, Social Media & Digital Communication Emphasis

Accelerated BA to MA Program

Students accepted into an accelerated undergraduate program may take departmentally approved graduate coursework as part of their undergraduate curriculum. These credits will count towards both their bachelor's and master's degrees and can fulfill major requirements, upper-division requirements, and/or free electives. For details on accelerated programs at Idaho State University, please see (Degree Requirements (<https://coursecat.isu.edu/undergraduate/degreerequirements/>)).

Once accepted into an accelerated degree program, it is strongly recommended for students to stay in close communication with their advisor regarding pursuit of acceptance into the Graduate School and the master's degree program at Idaho State University. Acceptance into an accelerated program during the bachelor's degree program is the first step in the admissions process. A separate application to the Graduate School is necessary for all accelerated programs. For more information regarding application and admission to the Graduate School at Idaho State University, please see the Graduate Admissions section of the graduate catalog (<http://coursecat.isu.edu/graduate/graduateadmissions/>).

Communication, Social Media & Digital Communication Emphasis Accelerated Criteria

This accelerated program gives outstanding bachelor's degree students in Communication, Social Media & Digital Communication Emphasis a "fast-track" option to pursue graduate-level coursework towards the Master in Arts degree during the last two semesters of undergraduate coursework and count up to 9 credits of that coursework towards completion of the bachelor's degree.

For details on application and admission into the Accelerated program, please see (Communication (<https://coursecat.isu.edu/undergraduate/artsandletters/communicationmediaandpersuasion/>)).

General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3- MATH 1123 Recommended ¹		3
Objective 4		6
Objective 5		7
Objective 6		6
Students must fulfill Objective 7 or Objective 8		3
Objective 7		
Objective 8		
Objective 9		3
Total Credits		37

Major Requirements

Code	Title	Credits
Social Media & Digital Communication Core		
CMP 1110	Media Writing	3
CMP 2202	Photo, Graphic, and Video Editing	3

CMP 2209	Persuasion	3
CMP 3307	Introduction to Social Media	3
CMP 3309/5509	Communication Inquiry	3
CMP 3310	Multiplatform Storytelling	3
CMP 3367	Media Planning and Analytics	3
CMP 3351	Generative AI Fluency	3
CMP 4403/5503	Mass Communication and Society	3
CMP 4467/5567	Integrated Marketing Communication Campaigns	3

Core Elective- Choose one of the following: 3

CMP 2286	Visual Rhetoric	
CMP 4483/5583	Rhetoric of Popular Culture	

Choose four emphasis electives: 12

at least 2 courses from the 3000-level or above

CMP 2203	Media Literacy (Fulfills Objective 8)	
CMP 2231	Introduction to Graphic Design	
CMP 2241	Introduction to Public Relations	
CMP 2251	Introduction to Photography	
CMP 2261	Introduction to Advertising	
CMP 2271	Television and Video Production	
CMP 2286	Visual Rhetoric (if not taken above)	
CMP 3302	Image Management	
CMP 3320	Foundations of Leadership	
CMP 3336	Studio I: Typography and Digital Media	
CMP 3346	Public Relations Writing	
CMP 3365	Advertising Strategy and Copywriting	
CMP 3371	Narrative Video Production	
CMP 3383	Activism and Social Change	
CMP 4437	Illustration and Brand Identity	
CMP 4440/5540	Sport Public Relations	
CMP 4460	National Student Advertising Competition (can only apply 3 credits to major)	
CMP 4483/5583	Rhetoric of Popular Culture	
CMP 4494	Internship	

Students in the accelerated BA to MA program can use a total of nine credits of 5000/6000-level graduate coursework from the Communication, Media, & Persuasion Department in any of these three areas:

Upper division Core Courses	
Upper division Core Courses	
Upper division Required Track Courses	

Total Credits 45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37

Major Requirements	45
Upper Division Free Electives	0-9
Free Electives	29-38
Total Credits	120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academic information/general education/>)

Major Academic Plan (MAP) (<https://www.isu.edu/advising/maps/>)

Master of Arts in Communication (<https://coursecat.isu.edu/graduate/arts and letters/communication media and persuasion/macommunication/>)