

# B.A. Communication: Social Media & Digital Communication Emphasis

## Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Social Media & Digital Communication emphasis.

## 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		3
Objective 4		6
Objective 5		7
Objective 6		6
<b>Students must fulfill Objective 7 or Objective 8</b>		<b>3</b>
Objective 7		
Objective 8		
Objective 9		3
<b>Total Credits</b>		<b>37</b>

<sup>1</sup> "P" courses are equivalent to the original course.

## Major Requirements

Code	Title	Credits
<b>Social Media &amp; Digital Communication Core</b>		
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	Communication Inquiry	3
CMP 3310	Multiplatform Storytelling	3
CMP 3351	Generative AI Fluency	3
CMP 3367	Media Planning and Analytics	3
CMP 4403	Mass Communication and Society	3
CMP 4467	Integrated Marketing Communication Campaigns	3
<b>Choose one of the following:</b>		<b>3</b>
CMP 2286	Visual Rhetoric	
CMP 4483	Rhetoric of Popular Culture	
<b>Choose four emphasis electives:</b>		<b>12</b>
(at least 2 from the 3000-level or above)		
CMP 2203	Media Literacy	
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 3339	UI/UX Design	
CMP 3346	Public Relations Writing	
CMP 3365	Advertising Strategy and Copywriting	
CMP 3371	Narrative Video Production	
CMP 3383	Activism and Social Change	
CMP 4434	Narrative Illustration	
CMP 4437	Illustration and Brand Identity	
CMP 4440	Sport Public Relations	
CMP 4460	National Student Advertising Competition (can only apply 3 credits to major)	
CMP 4483	Rhetoric of Popular Culture (if not taken above)	
CMP 4494	Internship	
<b>Total Credits</b>		<b>45</b>

## 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
<b>Total Credits</b>		<b>120</b>

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

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation/>)

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