

DIGITAL MEDIA AND COMMUNICATION

BACHELOR OF SCIENCE (B.S.)

CURRICULUM REQUIREMENTS

FALL 2024 – SPRING 2025

FIRST YEAR

FALL SEMESTER		CREDITS	SPRING SEMESTER		CREDITS
DMC101	Introduction to Digital Media and Communication	3	DMC102	Editing and Multimedia Production	3
ENG101	English Composition I	3	ENG105	Professional Writing	3
GRA103	Fundamentals of Graphic Design	3	ENG214	Public Speaking	3
COR101	First Year Core Curriculum Seminar	3	IDS 103	Information and Media Literacy	3
IDS 104	Introduction to Computer Applications	3	_____	General Elective	3

SECOND YEAR

FALL SEMESTER		CREDITS	SPRING SEMESTER		CREDITS
DMC202	Public Relations for All	3	DMC203	Practical Multimedia Communication	3
DMC249	Introduction to Journalism	3	ENG221	Introduction to Creative Writing	3
ENG252	Advanced Professional Writing	3	MUI150	Introduction to Music Technology	3
ECO 220	Personal Finance	3	COR__	Humanities Elective	3
_____	General Elective	3	_____	General Elective	3

THIRD YEAR

FALL SEMESTER		CREDITS	SPRING SEMESTER		CREDITS
BUS232	Principles of Marketing	3	DMC302	Digital Communication Analytics and Strategy	3
DMC204	Digital Storytelling	3	COR__	Science/Quantitative Elective	3
ENG261	Advanced Composition & Research	3	COR__	Religion Elective	3
_____	General Elective	3	_____	General Elective	3
_____	General Elective	3	_____	General Elective	3

FOURTH YEAR

FALL SEMESTER		CREDITS	SPRING SEMESTER		CREDITS
COR401	Core Curriculum Senior Seminar	3	DMC402	Senior Capstone	3
DMC360	Media Ethics and Law	3	DMC409	Internship	3
_____	General Elective	3	_____	General Elective	3
_____	General Elective	3	_____	General Elective	3
_____	General Elective	3	_____	General Elective	3
			IDS401	Career Planning and Readiness	1

Total credits: 121

Revised as of 5/2023

CORE ELECTIVES
for
DIGITAL MEDIA AND COMMUNICATION
BACHELOR OF SCIENCE (B.S.)

Courses cannot be used to fulfill more than one Core Elective requirement. Students must meet all pre-requisites and co-requisites requirements.

CORE FOUNDATIONS

The required courses of the Core Foundation introduce and reinforce the intellectual, social, and professional skills, values, knowledge, and discernment students will need to be successful at Villa Maria College and prepare them for responsible engagement as members of their communities. The Core Foundation courses are:

COR 101: First-Year Core Curriculum Seminar
COR 401: Core Curriculum Senior Seminar
ENG 101: English Composition I
ENG 105: Professional Writing
IDS 104: Introduction to Computer Applications
IDS 103: Information and Media Literacy
ECO 220: Personal Finance
IDS 401: Career Readiness

HUMANITIES: ONE COURSE NEEDED

Any History Course
Any Language Course
Any Philosophy Course
IDS205 Crisis of Belief
Any Aesthetic Engagement Course
Any English Course

With the exception of: (cannot use the courses listed below)

ENG101 English Composition I
ENG105 Professional Writing

RELIGIOUS THOUGHT AND PRACTICE: ONE COURSE NEEDED

Any Religious Studies Course
IDS205 Crisis of Belief

SCIENTIFIC AND QUANTITATIVE LITERACY: ONE COURSE NEEDED

Any Astronomy Course
Any Biology Course
Any Chemistry Course
Any Math Course
Any Physics Course

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