

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 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

¹ "P" courses are equivalent to the original course.

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	Communication Inquiry	3
CMP 3310	Multiplatform Storytelling	3
CMP 3367	Media Planning and Analytics	3
CMP 4403	Mass Communication and Society	3
CMP 4467	Social Media Campaigns	3
Core Elective:		3
Choose one of the following:		
CMP 2286	Visual Rhetoric	
CMP 4483	Rhetoric of Popular Culture	
Choose five emphasis electives:		15
(at least 2 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 3339	Web Design
CMP 3346	Public Relations Writing
CMP 3352	Photo Communication
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	Sport Public Relations
CMP 4446	Public Relations Campaigns
CMP 4460	National Student Advertising Competition (can only apply 3 credits to major)
CMP 4465	Advertising Campaigns
CMP 4483	Rhetoric of Popular Culture (if not taken above)
CMP 4494	Internship
Total Credits	45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	18
	Free Electives	20
Total Credits		120

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/>)