

Required Electives for

DMPC

Digital Media & Professional Communication

MCOM PROCESS Electives (18 hrs):

ADV 3310	Principles of Advertising
COMS 1300	Intro to Communication Studies
COMS 1301	Interpersonal Communication
COMS 2310	Communication and Pop Culture
COMS 3301	Communication Theory
COMS 3320	Media, Technology, and Society
COMS 3335	Nonverbal Communication
CMI 3308	Visual Communications
JOUR 2300	Principles of Journalism
MCOM 3300	Theories of Media & Communication
PR 2310	Principles of Public Relations

MCOM AUDIENCE Electives (18 hrs):

ADV 3318	Adv Research & Consumer Insights
ADV 4313	International Advertising
COMS 3302	Communication Research
COMS 3332	Intercultural Communication
CMI 3355	Ethnicity, Race, Gender in Media
CMI 3358	International CMI
CMI 3375	Digital Gaming Culture
JOUR 3370	Global Journalism
MCOM 3380	Research Methods in Media & Comm.
PR 4351	International Public Relations

MCOM APPLIED Electives (21 hrs):

ADV 3350	Sports Advertising
ADV 4330	Advertising Sales
COMS 3313	Persuasion
COMS 3315	Political Campaign Communication
COMS 3321	The Rhetoric of Film
COMS 3355	Communication in Organizations
CMI 3340	Commercial Practice in CMI
CMI 3345	Analyzing Television
JOUR 3355	Media Ethics
JOUR 4305	Sports and Media
JOUR 4330	Public Opinion and Propaganda
MCOM 3320	Media & Communication Law
PR 3351	PR for Nonprofits
PR 3353	Political Public Relations
PR 3354	Sports Public Relations