

DIGITAL COMMUNICATION CERTIFICATE REQUIREMENTS

Code	Title	Units
Certificate Requirements - 15 units ¹		
Required Core:		
COMM 285	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	3
COMM 440	NEW COMMUNICATION TECHNOLOGIES	3
Content Creation:		6
COMM 204	PUBLIC RELATIONS TACTICS II	
COMM 238	VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO	
COMM 239	AUDIO PRODUCTION I: FUNDAMENTALS OF AUDIO	
JOURNLSM 310	PUBLICATION PHOTOGRAPHY	
JOURNLSM 347	JOURNALISM FOR THE WEB	
MAGD 210	VISUAL DESIGN FOR DIGITAL MEDIA	
MAGD 270	WEB DEVELOPMENT	
MAGD 271	INTERACTIVE COMMUNICATION	
ARTSTDIO 379	INTERACTIVE MULTIMEDIA DESIGN	
Electives:		3
COMM 228	INTERPERSONAL COMMUNICATION	
COMM 275	ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY	
COMM 485	COMMUNICATION RESEARCH METHODS	
COMM 493C	INTERNSHIP IN COMMUNICATION	
COMM 493E	INTERNSHIP IN ELECTRONIC MEDIA	
COMM 493I	PUBLIC RELATIONS INTERNSHIP	
COMM 493M	MAGD INTERNSHIP	
JOURNLSM 309	MEDIA ETHICS	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
Total Units		15

¹ This certificate is available to any major at the University, including communication, journalism, and MAGD majors or minors.