

# Digital Communication and Media, BS (Oakland)

The Bachelors of Science in Digital Communication and Media prepares students for jobs in the expanding market for digital based communications. Students are exposed to the digital channels and technology at the core of today's positions in corporate and marketing communications.

Students start with foundation courses in such areas as English and Ethics. These are followed by major course selections in Management, Marketing, and Visual Media.

Students then move to the heart of the program to develop digital competencies. These courses cover communication research methods, digital communication strategy, and inbound marketing fundamentals. From here, students enter a unique virtual public relations firm to design, implement, and manage a digital communication campaign for a real-world client.

Successful graduates of the program should possess the competencies for digital communication jobs in a wide range of fields, including corporations, public relations and marketing agencies, and nonprofit organizations.

## Program Requirements

Complete all courses listed below unless otherwise indicated.

### Universitywide Requirement

Minimum 120 total semester hours required

Minimum 2.000 GPA required

Students must earn a minimum of 60 Northeastern University semester hours in order to receive a bachelor's degree.

*Note:* Individual program requirements may exceed the above minima.

### CPS Undergraduate Core Requirements

All College of Professional Studies undergraduate students are required to complete the CPS Undergraduate Core Requirements (<https://catalog.northeastern.edu/professional-studies/university-academics/general-education-requirements/>).

### Foundation Courses

24 semester hours required

Code	Title	Hours
<b>English</b>		
ENG 1105 and ENG 1106	College Writing 1 and Lab for ENG 1105	4
ENG 1107 and ENG 1108	College Writing 2 and Lab for ENG 1107	4
ENG 3107 and ENG 3108	Writing for the Professions: Business and the Social Sciences and Lab for ENG 3107	4
<b>Information Technology</b>		
ITC 2016	End-User Data Analysis Tools	3
<b>Mathematics</b>		
MTH 1100	College Algebra	3
MTH 2310	Statistics for the Behavioral and Social Sciences	3
<b>Philosophy</b>		
PHL 2120	Ethical Issues in Communication	3

### Major Courses

51 semester hours required

Code	Title	Hours
<b>Business</b>		
MGT 1100	Introduction to Business	3
<b>Visual Media and Art</b>		
ART 2100	Foundation in Visual Communication	3
ART 2200	Fundamentals of Graphics and Publishing Production	3
ITC 2050	Designing the User Experience	3

ITC 2400	Web and Mobile Development	3
<b>Marketing</b>		
MKT 2100	Principles of Marketing	3
MKT 2220	Consumer Behavior	3
<b>Communication</b>		
CMN 1100	Organizational Communication	3
CMN 2310	Professional Speaking	3
CMN 3220	Introduction to Public Relations	3
CMN 3350	Intercultural Communication	3
CMN 3410	Digital Communication Strategy	3
CMN 3800	Designing and Implementing a Promotional Campaign	3
CMN 3850	Managing Communication Projects	3
MKT 3010	Digital Marketing	3
<b>Writing</b>		
ENG 3260	Writing to Inform and Persuade	3
TCC 3450	Writing for the Web	3

## Major Electives

15 semester hours required

Code	Title	Hours
Complete five of the following:		15
CMN 3360	Crisis Communication	
CMN 3100	Negotiation	
MGT 2310	Organizational Behavior	
PJM 1100	Project Management Fundamentals - Project Initiation and Close	
PJM 1400	Project Planning	
PJM 2000	Project Monitoring and Control	

## Capstone

3 semester hours required

Code	Title	Hours
CMN 4850	Capstone in Professional Communication	3

## Electives

Complete a minimum of 27 semester hours to reach 120 semester hours.

## Plan of Study

Term 1	Hours
ENG 1105 and ENG 1106	4
MTH 1100	3
ART 2100	3
CMN 1100	3
MGT 1100	3
	<b>16</b>
Term 2	Hours
ENG 1107 and ENG 1108	4
MKT 2100	3
CMN 3220	3
ITC 2016	3
ART 2200	3
	<b>16</b>

Term 3	Hours	
ENG 3260		3
PHL 2120		3
MTH 2310		3
CMN 3350		3
CPS Core Requirement		3
		15
Term 4	Hours	
CMN 3410		3
CMN 2310		3
ITC 2050		3
MKT 2220		3
TCC 3450		3
		15
Term 5	Hours	
ENG 3107 and ENG 3108		4
MKT 3010		3
Major Elective		3
Major Elective		3
		13
Term 6	Hours	
CPS Core Requirement		3
ITC 2400		3
CMN 3800		3
Major Elective		3
Open Elective		3
		15
Term 7	Hours	
CMN 3850		3
Major Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
		15
Term 8	Hours	
CMN 4850		3
Major Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
		15
Total Hours: 120		