

Multimedia Communications

The Bachelor of Science in Multimedia Communications degree is a professionally-oriented program designed to offer the candidate a comprehensive and interdisciplinary understanding of business, design, communication, and technology in preparation for a career as a professional in the communications industry. Many of our recent graduates work as digital content creators within the social media industry. MMC majors are expected to adhere to a high standard of excellence and demonstrate significant growth.

Bachelor of Science with a Major in Multimedia Communications

General Education

General Education Courses	38
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Required Foundation - Art 30

ART 112	Print, Web, and Social Media Graphics	3
ART 122	Two-Dimensional Design	3
ART 180	Digital Photography	3
ART 181	Smartphone Photography	3
ART 207	Digital Tools: Imaging and Print	3
ART 213	Graphic Design I	3
ART 494	Independent Art Studio	3
ART 497	Art Internship IV	3

The following course will be taken twice:

ART 360	Advanced Graphic Design and Illustration	3
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Required Foundation - Business Administration 12

ENTR 302	Introduction to Entrepreneurship	3
MRKT 321	Marketing	3
MRKT 324	Integrated Marketing Communications	3
MRKT 422	Consumer Behavior	3

Required Foundation - Communication Arts 38-42

COMM 100	Professional Communication Colloquium ¹	0.5
COMM 120	Introduction to Broadcasting	3
COMM 210	Advanced Public Speaking	3
COMM 218	Public Relations Principles	3
COMM 219	Mass Media and Society	3
COMM 220	Broadcast Advertising and Applications	3
COMM 224	Social Media, Writing, and Design	3
COMM 225	Audio Production	3
COMM 285	Broadcasting and Professional Communication Activities	2
COMM 310	Social Media Strategy and Measurement	3
COMM 325	Campaigns and Strategies	3
COMM 360	Video Production	3
COMM 460	Advanced TV and Social Media Production	3
COMM 492	Senior Portfolio	1-3

Required Foundation - English 3

ENGL 315	Profes and Tech Writing	3
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Total: **120-128**

¹ COMM 100 is required every semester as a Multimedia Communications major with a minimum of 2 years or 2 credits. 0.5 per semester - minimum of 4 semesters or 2 credits