



# Associate of Science - Journalism & Digital Media

## Transfer Pathway 2024-2025 Catalog Year

This guide is subject to change and should be used in consultation with an academic advisor.

### First Year

Fall Semester		Spring Semester	
ENGL 1010 Intro to Writing (EN)	3	American Institutions (AI)	3
Quantitative Literacy (QL)	3	Life Science (LS)	3
Humanities (HU)	3	COMM 1130 Journalism & Media Writing	3
International & Global (IG)	3	COMM 1500 Media & Society (CM)	3
COMM 1010 Elements of Effective Comm.*	3	COMM 1800 Digital Media Tools/Tech	4
Total	15	Total	16

### Second Year

Fall Semester		Spring Semester	
Physical Science (PS)	3	Lifelong Wellness (LW)	1
COMM 2570 Intro to Visual Comm. (FA)	3	Social Science (SS)	3
ENGL 2010 Intermediate Writing (EN)	3	COMM 2250 Television Studio Production I	2
COMM 2300 Public Relations*	3	COMM 2400 Social Media Tools & Strategies	3
COMM 2200 or COMM 1560	3	COMM 2600 Production for Student Media	3
		COMM 2110 Interpersonal Communication	3
Total	15	Total	15

\*Indicates course specific to SUU transfer

Southern Utah University admission requirements specific to entering program/major:

- A cumulative GPA of 2.0 or better
- All courses must be passed with a "C-" or better to be counted in the major

## Bachelor of Science - Communication New Media, Branding, and Message Design Online Emphasis



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### Third Year

Fall Semester		Spring Semester	
COMM 2900 Content Creation	3	COMM 2030 Social Media Branding	3
COMM 3080 Digital Copy Layout & Design	3	COMM 3110 Persuasion	3
COMM 3150 Nonverbal Communication	3	COMM 3100 Communication Theory	3
General Elective	3	Upper-Division Elective	3
General Elective	3	General Elective	3
Total	15	Total	15

### Fourth Year

Fall Semester		Spring Semester	
COMM 4000 Research for Comm. Careers	3	COMM 4280 Advertising Strategies	3
COMM 4040 Advertising Psychology	3	COMM 3900 Strategic Campaigns	3
Upper-Division Elective	3	Upper-Division Elective	3
Upper-Division Elective	3	Upper-Division Elective	3
Upper-Division Elective	3	General Elective	3
Total	15	Total	15