Digital Media and Communication Major (Professional)

36 units

The professional bachelor's completion program in digital media and communication (https://www.apu.edu/clas/programs/digital-media-bachelors-completion) prepares graduates for the fastest-growing job sector in Southern California: digital media. Students prepare for positions with PR agencies, online news sites, nonprofits, or social media management, polishing their skills in courses designed to help them publish in online magazines, websites, or client communications. Courses refine interpersonal communication, writing, and digital storytelling skills across many media.

Code	Title	Units
Core Requirements		
Lower Division		12
PRCO 200	Introduction to Mass Communication	
PRCO 210	News Writing and Reporting	
PRCO 211	Professional Communication	
PRCO 230	Small Group Communication	
Upper Division		18
PRCO 305	Media and Communication Ethics	
PRCO 310	Writing 3: Writing for Communication [1]	
PRCO 335	Leadership Communication	
PRCO 420	Entertainment, Religion, and Specialty Writing and Reporting	
PRCO 430	Organizational Communication	
PRCO 495	Special Topics	
Electives		6
Select 6 units from the following:		
PRCO 330	Writing 3: Public Relations Strategies and Techniques [1]	
PRCO 340	Journalism Research Methods	
PRCO 425	Conflict Management	
PRCO 440	Religion and the Media	
PRCO 499	Thesis/Project	
Total Units		36

[1]   Meets the General Education Writing 3 requirement.

Program Learning Outcomes

Students who successfully complete this program shall be able to:

1. Create digital content to clearly express ideas in oral, written and visual forms across multiple media.
2. Express fluency in personal presentations incorporating multi-media: images, video, audio and charts in group settings.
3. Skillfully integrate text, audio, video, graphics in a communication or story across platforms such as YouTube, Instagram, Twitter, Snapchat, Facebook or other web platforms.
4. Demonstrate written fluency and narrative development in creative mastery of storytelling skill sets across mediums: digital and print publications, video, audio and social media.
5. Articulate legal, ethical biblical principles impacting digital media professionals and the fields and industries they serve.
6. Explain the relationship between the forms of media in a digital media ecosystem and the implications of content analytics.
7. Ethically apply interpersonal and negotiation skills to arrive at solutions and resolutions in small work group settings.