

BA in Digital Media and Communication (Bachelor's Completion Program)

36 units

The professional bachelor's completion program in digital media and communication (<https://www.apu.edu/comm/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.

Requirements

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 ²	
Total Units		36

¹ Meets the General Education Writing 3 requirement.

² Meets the General Education Integrative and Applied Learning requirement.