

Digital Communications and Content Strategy

Emphasis of Study

Associate of Arts - 60 Credit Hours

on	e 1: Foundation Coເ	x13C3	
ect	or A: Written and Ora	al Communication	
	ENGL 1204 or	English Composition I or	3
	ENGL 1209	English Composition I with Review	
	ENGL 1206	English Composition II	3
	COMM 1200 or	Interpersonal Communications or	3
	COMM 1230	Public Speaking	
Sect	or B: Mathematical R	easoning See list of approved courses on page 3.	
			3
Sect	or C: Technological SI	Kills See list of approved courses on page 3.	
			3
Sect	or D: Global Issues an	nd Diversity* See list of approved courses on page 3.	
	COMM 1700 or	Introduction to Mass Media	3
	JOUR 1700		
Tota	l	1	18
	•	DUTSES Six classes, at least one from each area, minimum of 18 and maximum of 24 credit	hours.
	•	DUTSES Six classes, at least one from each area, minimum of 18 and maximum of 24 creditalities. See list of approved courses on page 4.	hours.
	•		hours.
	•		hours.
	•		hours.
Sect	or A: Arts and Human		hours.
Sect	or A: Arts and Human	nities See list of approved courses on page 4.	hours.
Sect	or A: Arts and Human	nities See list of approved courses on page 4. See list of approved courses on page 6.	
Sect	or A: Arts and Human or B: Social Sciences s COMM 1700 or	nities See list of approved courses on page 4. See list of approved courses on page 6.	
Sect	or A: Arts and Human or B: Social Sciences s COMM 1700 or	nities See list of approved courses on page 4. See list of approved courses on page 6.	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700	nities See list of approved courses on page 4. See list of approved courses on page 6.	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700	See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700	See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700	See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700 or C: Mathematics an	ities See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media Ind Pure Science One lab science required. See list of approved courses on page 7.	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700 or C: Mathematics an	See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700 or C: Mathematics an	ities See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media Ind Pure Science One lab science required. See list of approved courses on page 7.	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or JOUR 1700 or C: Mathematics an	ities See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media Ind Pure Science One lab science required. See list of approved courses on page 7.	
Sector Se	or A: Arts and Human or B: Social Sciences or COMM 1700 or C: Mathematics an	ities See list of approved courses on page 4. See list of approved courses on page 6. Introduction to Mass Media Ind Pure Science One lab science required. See list of approved courses on page 7.	

Non-Discrimination Notice: Barton Community College adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. Barton Community College does not discriminate in its admissions practices [except as permitted by law], in its employment practices, or in its educational programs or activities on the basis of sex/gender, race, color, national origin, disability or any other protected classes enumerated in Policy 1132. Any person having inquiries concerning Barton County Community College's non-discrimination compliance policy, including the application of Equal Opportunity Employment, Titles IV, VI, VII, IX, Section 504 and the implementing regulations, is directed to contact Barton's Title IX Coordinator, Cheryl Brown, Title IX Coordinator, 245 NE 30 Road, Great Bend, KS 67530, (620) 786-7441, titleix@bartonccc.edu or brownc@bartonccc.edu. Visit equal.bartonccc.edu for more information.



Digital Communications and Content Strategy

Emphasis of Study

Zone 3: Emphasis Requirements and Electives						
Zone	•	S in Zones 1 and 2, the credit hours in Zone 3 could vary between 18 and 27.				
Sector A: Emphasis Requirements						
	COMM 1610	Introduction to Social Media	3			
	COMM 1620	Content Marketing	3			
	COMM 1630	Digital Content and Analytics	3			
	JOUR 1204	Introduction to Broadcasting	3			
	GRPH 1065	Digital Video Editing	3			
Secto	Sector B: Emphasis Electives					
	GRPH 1054	Digital Image Editing	3			
	ARTS 1246	Digital Photography	3			
	GRPH 1048	Multimedia Presentations	3			
	ARTS 1247	Digital Layout and Design	3			
	GRPH 1030	Web Page Design	3			
Sector C: Other Electives						
Total						
Review Date						

Review Date: 09/22 Effective Date: 08/22