

Emphasis of Study

## Associate of Arts – 60 Credit Hours

Zone 1: Foundation Courses						
Sector A: Written and Oral 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				
Sector B: Mathematical Reasoning See list of approved courses on page 3.						
			3			
Sector C: Technological Skills See list of approved courses on page 3.						
			3			
Sector D: Global Issues and Diversity* See list of approved courses on page 3.						
	COMM 1700 or	Introduction to Mass Media	3			
	JOUR 1700					
Total						

\*A course in Zone 1, Sector D Global Issues and Diversity could apply and meet the requirement in the appropriate Sector in Zone 2. It is possible to achieve the requirements of Zone 1 with 15 credit hours.

Zone 2: Introductory Courses Six classes, at least one from each area, minimum of 18 and maximum of 24 credit hours.							
Sector A: Arts and Humanities See list of approved courses on page 4.							
Sect	Sector B: Social Sciences See list of approved courses on page 6.						
	COMM 1700 or JOUR 1700	Introduction to Mass Media	3				
Sect	Sector C: Mathematics and Pure Science One lab science required. See list of approved courses on page 7.						
Sect	Sector D: Personal Well-Being Restricted to two credits in PHED or HLTH. See list of approved courses on page 8.						
Total			21				

Student Name:\_\_\_

ID#:\_\_\_

\_\_\_\_ Placement Scores: \_\_\_English \_\_\_Math \_\_\_Reading

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## Digital Communications and Content Strategy

Emphasis of Study

<b>Zone 3: Emphasis Requirements and Electives</b> Depending upon choices 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			
Sect	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			
Sect	Sector C: Other Electives					
Total			21			

Review Date: 07/21 Effective Date: 08/22

Student Name:\_\_\_

ID#:\_\_\_\_

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