

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

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 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

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