



Digital Communication Certificate

The Digital Communication Certificate is available to any major/student at the University, including communication, journalism, and MAGD majors or minors.

Certificate Requirements: 15 units

Required Core:

<u>COMM 285</u>	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	3
<u>COMM 440</u>	NEW COMMUNICATION TECHNOLOGIES	3

Content Creation: 6 units

<u>COMM 204</u>	PUBLIC RELATIONS TACTICS II
<u>COMM 238</u>	VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO
<u>COMM 239</u>	AUDIO PRODUCTION I: FUNDAMENTALS OF AUDIO
<u>JOURNLSM 310</u>	PUBLICATION PHOTOGRAPHY
<u>JOURNLSM 347</u>	JOURNALISM FOR THE WEB
<u>MAGD 210</u>	VISUAL DESIGN FOR DIGITAL MEDIA
<u>MAGD 270</u>	WEB DEVELOPMENT
<u>MAGD 271</u>	INTERACTIVE COMMUNICATION
<u>ARTSTUDIO 379</u>	INTERACTIVE MULTIMEDIA DESIGN

Electives: 3 units

<u>COMM 228</u>	INTERPERSONAL COMMUNICATION
<u>COMM 275</u>	ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY
<u>COMM 485</u>	COMMUNICATION RESEARCH METHODS
<u>COMM 493C</u>	INTERNSHIP IN COMMUNICATION
<u>COMM 493E</u>	INTERNSHIP IN ELECTRONIC MEDIA
<u>COMM 493I</u>	PUBLIC RELATIONS INTERNSHIP
<u>COMM 493M</u>	MAGD INTERNSHIP
<u>JOURNLSM 309</u>	MEDIA ETHICS
<u>JOURNLSM 430</u>	COMMUNICATION AND PUBLIC OPINION

Total Units 15 units