

Houghton University

Communication with Digital Media Marketing Concentration BA/BS (18 hours in core; 23 hours in concentration*)

Total Major LA Credits: 0

Communication Major Requirements

Core Courses (18 hours)

<input type="checkbox"/>
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	Credits	Liberal Arts
COMM 101 Presentational Speaking	2	LA
COMM/ART 115 Foundations of Digital Communication	2	
COMM 205 Introduction to Communication Theory	3	LA
COMM 214 Introduction to Mass Media	3	LA
COMM 215 Interpersonal Communication	3	LA
COMM 216 Organizational Communication	3	LA
COMM 417 Seminar in Public Communication	2	LA

Concentration Core Courses (15 hours)

<input type="checkbox"/>
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<input type="checkbox"/>

COMM/BADM 218 Marketing Principles	3	
COMM/BADM 304 Social Media Marketing	3	
COMM/BADM 312 Advertising Principles for Digital Media	3	
COMM/BADM 315 Public Relations in the Digital Age	3	
BADM 319 Marketing Research and Analytics	3	

Concentration Electives (8 hours)*

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

COMM	_____	_____
COMM	_____	_____
COMM	_____	_____

Degree Requirements

Earned a C- or above in each Major/Concentration/Minor credit	<input type="checkbox"/>
Minimum of 124 credit hours completed	
Minimum of 62 Liberal Arts credits for a BS; 93 Liberal Arts credits for a BA degree	
At least 50% of major completed through Houghton	<input type="checkbox"/>
30 credit hours from Houghton	<input type="checkbox"/>
18 of the last 24 credit hours are from Houghton	<input type="checkbox"/>

Official degree and program requirements are housed in the Registrar's Office. This degree audit worksheet serves as an advising tool; it is not a contract, an academic transcript, or an official notification of completion of degree/program requirements. It is the student's responsibility to be aware of and understand the requirements of his/her degree program. If assistance is needed, students should consult their academic advisor and the University's academic catalog.

*Detailed Options

Concentration Note

*Concentration may exceed 23 hours; COMM 289/389/489 Internship is offered as 0–4 hours

Elective Options

3 COMM elective courses, selected in consultation with the advisor