



Alignment of Degree Programs

CIP Code & Title: 09.0702 Digital Communication and Multimedia Journalism

Level: Bachelor's

Area of Strategic Emphasis: STEM

PROGRAM DESCRIPTION:

The Bachelor of Arts in Digital Communication and Multimedia Journalism is a hands-on program that allows students to prepare for careers in communication but especially journalism, digital media, promotional communication, web development, digital photography, and any other job requiring production of digital media content.

CURRICULUM:

A. Student Learning Outcomes:

Goal 1: Discipline-Specific Knowledge

- 1a. Outcome: Ethics: Students will demonstrate an understanding of their professional standards and codes of ethics in the pursuit of truthful, accurate, fair, balanced, and inclusive communications practices with a particular emphasis on digital and online applications of ethical standards.
- 1b. Outcome: Visual Literacy: Students will be able to produce, re-use, reproduce, alter/edit, and interpret images and visual communications across platforms and contexts according to ethical and legal standards and practices.1c. Outcome: Students will demonstrate in a written exercise the ability to apply accepted methodology (e.g. the questions one asks and the sources one uses to answer them) to the practice and study of history.
- 1c. Outcome: History: Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Goal 2: Critical Thinking Skills

- 2a. Outcome: Technology: Students will demonstrate an ability to engage and deploy communications and digital technologies appropriate to the communication professions in which they work, with an emphasis on how such technologies such as social media
- 2b. Outcome: Numbers: Students will apply basic numerical and statistical concepts, both broadly and in the specific application of analysis as relates to data visualization.

Goal 3: Communication Skills

- 3a. Outcome: Law: Students will demonstrate understanding of the principles, laws, and policies associated with free speech and freedom of the press with a particular emphasis on the implications of digital technology.

- 3b. Outcome: Professional Skills: Capstone or Internship (Blooms levels 3-6): Students will be able to apply and analyze their professional knowledge and skills to synthesize professional communications content and then evaluate the result.
- 3c. Outcome: Research: Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.

Goal 4: Other

- 4a. Outcome: Writing/Editing Ability: Students will be able to write and edit in and for professional communications contexts using appropriate grammar, punctuation, and style based on the Associated Press Style guide.
- 4b. Outcome: Theory: Students will understand concepts and apply theories in the use and presentation of images and information.

B. Admission Standards for the Program:

B1. University Admissions:

Admission to the University is based on the University's Undergraduate Admission Requirements that may be found by clicking on the following urls:

- **Freshman:** <https://www.usf.edu/admissions/freshmen/admission-information/requirements-deadlines.aspx>
- **Transfer:** <https://www.usf.edu/admissions/transfer/admission-information/index.aspx>
- **International:** <https://www.usf.edu/admissions/international/admission-information/index.aspx>

C. Graduation Requirements for the Program:

Satisfactory completion of the following requirements:

- General Education Program (36 credit hours), including State Core General Education, State Computation and State Communication;
- Minimum of 120 unduplicated credit hours;
- A minimum adjusted grade point average (GPA) of 2.0 on all coursework taken at USF and an overall 2.0 GPA average on all college-level coursework;
- Major and college requirements in a chosen degree program;
- Nine credit hours of coursework taken during the summer term(s) (if entered USF with less than 60 credit hours);
- Registration and successful completion of at least thirty (30) of the last sixty (60) credit hours;
- 42 credit hours of upper-level coursework;
- Civics Literacy;
- Foreign language admissions coursework.

D. Integrated Curricular Framework:

D1. State Mandated Common Prerequisites:

State Mandated Common Prerequisite	Credits Hours	USF Course	Credits Hours
ENC 1101 (3)	3	ENC 1101 Composition I (3)	3
ENC 1102 (3)	3	ENC 1102 Composition II (3)	3
MMC X540 or MMC XXXX (3)	3	MMC 2100 Writing for the Mass Media (3)	3
Total Credit Hours	9	Total Credit Hours	9

D2. Required Courses: (27 credit hours)

Major Core Courses: 9 courses; 27 credit hours

- MMC 3602 Mass Communications and Society (3)
- VIC 3001 Visual Literacy (3)
- JOU 3346C Multimedia Reporting (3)
- MMC 4200 History and Principles of Communications Law (3)
- MMC 4203 Communications Ethics (3)
- JOU 2100 Beginning Reporting (3)
- JOU 3101 Advanced Reporting (3)
- JOU 4188 Neighborhood News Bureau (3)
- JOU 4950 Senior Capstone Seminar (3)

D3. Major Other Required Course: (3 credit hours)

- ANT 2410 Cultural Anthropology (3)

D4. Major (Restricted) Electives: (18 credit hours)

Select six courses (18 credit hours) from the following list of courses:

- JOU 3308 Magazine Article and Feature Writing (3)
- RTV 3411 Race, Gender, & Class Issues in the Media (3)
- VIC 4311 InfoGraphics Design (3)
- MMC 3140 Web Publishing (3)
- MMC 3734 Social Media as Mass Communication (3)
- PGY 3610C Photojournalism I (3)
- PGY 3620 Photojournalism II (3)
- MMC 4131 Video Storytelling (3)
- MMC 4133 Video Storytelling II (3)
- MMC 4945 Internship (1-3) (up to six credit hours)
- MMC 4936 Selected Topics in Mass Communications Studies (3)
- MMC 3734 Social Media as Mass Communication

D5. Sequenced Course of Study:

- An exclamation mark (!) is indicated for any course and/or placeholder that must be taken in sequence and/or in the semester listed.
- Course Type refers to how the course is utilized in the degree program, e.g., Supporting, Major Core, Business Foundation, etc. It also includes “placeholder” information such as: Civics Literacy

Test, Apply for Graduation.

- General Education Course Type refers to the General Education core area the course meets.

D5a. 8-Semester Plan for FTIC Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	ENC 1101		Yes	Yes	State Core General Education Communication	3
	ANT 2410	Other Required Course	No	Yes	Enhanced General Education Human and Cultural Diversity	3
	XXX XXXX		No	Yes	Enhanced General Education Creative Thinking	3
	XXX XXXX	Foreign Language Exit	No	No		4
		Take the Civics Literacy Exam				
Total Semester Credit Hours:						13

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
!	ENC 1102		Yes	Yes	Enhanced General Education	3
	XXX XXXX		No	Yes	State Core General Education Social Sciences	3
	STA 2023 recommended		No	Yes	State Core General Education Mathematics	3
	XXX XXXX	Foreign Language Exit	No	No		4
Total Semester Credit Hours:						13

Summer 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
Total Term Credit Hours:						6

Fall 2

!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX		No	Yes	State Core General Education Natural Sciences	3
	XXX XXXX		No	Yes	6A State Computation	3
	MMC 3602	Major Core	No	No		3
	MMC 2100		Yes	No		3
	VIC 3001	Major Core	No	No		3
Total Semester Credit Hours:						15

Spring 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX		No	Yes	State Core General Education Humanities	3
	XXX XXXX		No	Yes	Enhanced General Education Information and Digital Literacy	3
	JOU 2100	Major Core	No	No		3
	XXX XXXX	Major Elective	No	No		3
Total Semester Credit Hours:						12

Summer 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX	General/Unrestricted Elective	No	No		4
Total Term Credit Hours:						4

Fall 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	JOU 3101	Major Core	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
	MMC 4200	Major Core	No	No		3
	JOU 3346C	Major Core	No	No		3
Total Semester Credit Hours:						12

Spring 3						
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!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX		No	Yes	Enhanced General Education Ethical Reasoning and Civic Engagement Internship	3
	MMC 4203	Major Core	No	No		3
	JOU 4188	Major Core	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
Total Semester Credit Hours:						15

Summer 3						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX	Major Elective	No	No		3
Total Term Credit Hours:						3

Fall 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
Total Semester Credit Hours:						15

Spring 4						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	General Education Course Type	Total
	XXX XXXX		No	No	Enhanced General Education High Impact Practice Capstone	3
	XXX XXXX	Upper-Level Elective	No	No		3
	XXX XXXX	Upper-Level Elective	No	No		3
	JOU 4950	Major Core	No	No		3
Total Semester Credit Hours:						12

Total Degree Program Credit Hours:						120
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D5b. 4-Semester Plan for FCS AA Transfer Students

Fall 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	JOU 2100	Major Core	No	No		3
	MMC 3602	Major Core	No	No		3
!	VIC 3001*	Major Core	No	No		3
	ANT 2410	Other Required Course				3
Total Semester Credit Hours:						12

Spring 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
	XXX XXXX	General/Unrestricted Elective	No	No		3
	MMC 4200	Major Core	No	No		3
!	JOU 3346C	Major Core	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
Total Semester Credit Hours:						15

Summer 1						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
Total Term Credit Hours:						6

Fall 2						
!	Current Course Prefix and Number	Course Type	State Mandated Common Prerequisite	Enhanced General Education Requirement	Intentionally Left Blank	Total
!	JOU 3101	Major Core	No	No		3
	MMC 4203	Major Core	No	No		3
	XXX XXXX	General/Unrestricted Elective	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Upper-Level Elective	No	No		3
Total Semester Credit Hours:						15

Spring 2						
!	Current Course	Course Type	State Mandated	Enhanced General	Intentionally Left Blank	Total

	Prefix and Number		Common Prerequisite	Education Requirement		
!	JOU 4188	Major Core	No	No		3
	JOU 4950	Major Core	No	No		3
	XXX XXXX	Major Elective	No	No		3
	XXX XXXX	Upper-Level Elective	No	No		3
		Apply for Graduation				
Total Semester Credit Hours:						12
Total Credit Hours:						60

ADDITIONAL REQUIREMENTS:

- A 2.5 GPA in Digital Communication and Multimedia Journalism coursework is required for graduation.
- A grade of "D" or "F" will not be counted towards meeting major requirements.
- Sign Language may be used as an option for students to fulfill the Foreign Language EXIT requirement.