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| **Catalog Year 2022-2023**  BA Communication: Social Media and Digital Communication | ***(For internal use only)***  *No change*  *UCC proposal* |

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| **Course Subject and Title** | **Cr.** | **Min.**  **Grade** | **\*GE,**  **UU or UM** | **\*\*Sem. Offered** | | **Prerequisite** | **Co-Requisite** | |
| Semester One | | | | | | | | |
| GE Objective 1: ENGL 1101 Writing and Rhetoric I | 3 | C- | GE | | F, S, Su | Appropriate placement score |  | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | | F, S |  |  | |
| Free Electives: ROAR 1199 is recommended | 6 |  |  | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Two | | | | | | | | |
| GE Objective 1: ENGL 1102 Writing and Rhetoric II | 3 | C- | GE | | F, S, Su | ENGL 1101 or equivalent |  | |
| GE Objective 2: COMM 1101 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 1110 Media Writing | 3 |  |  | | F, S |  |  | |
| CMP Emphasis Elective | 3 |  |  | |  |  |  | |
| Free Elective | 3 |  |  | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Three | | | | | | | | |
| GE Objective 3 | 3 |  | GE | | F, S, Su | Appropriate placement score |  | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 3307 Introduction to Social Media | 3 |  | UM | | F |  |  | |
| CMP Emphasis Elective | 3 |  |  | |  |  |  | |
| Free Elective | 3 |  |  | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Four | | | | | | | | |
| GE Objective 5 with Lab | 4 |  | GE | | F, S, Su |  |  | |
| CMP 2209 Persuasion | 3 |  | UM | | F, S |  |  | |
| CMP 2286 Visual Rhetoric **OR**  CMP 4483 Rhetoric of Popular Culture (Spring only) | 3 |  | UM | | F, S |  |  | |
| CMP 3309 Communication Inquiry | 3 |  | UM | | S |  |  | |
| Free Electives | 2 |  |  | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Five | | | | | | | | |
| GE Objective 5 | 3 |  | GE | | F, S, Su |  |  | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | |
| CMP Emphasis Elective | 3 |  |  | |  |  |  | |
| CMP 3310 Multiplatform Storytelling | 3 |  | UM | | F, S |  |  | |
| Upper Division Free Electives | 3 |  | UU | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Six | | | | | | | | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 3367 Media Analytics | 3 |  | UM | | S | Math 1123 or higher |  | |
| CMP 4403 Mass Communication & Society | 3 |  | UM | | S |  |  | |
| Upper Division Free Electives | 6 |  | UU | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Seven | | | | | | | | |
| GE Objective 7/8 | 3 |  | GE | | F, S, Su |  |  | |
| GE Objective 9 | 3 |  | GE | | F, S, Su |  |  | |
| CMP Emphasis Electives | 6 |  |  | |  |  |  | |
| Upper Division Free Electives | 3 |  | UU | |  |  |  | |
| Total | 15 |  |  | |  |  |  | |
| Semester Eight | | | | | | | | |
| Electives | 6 |  |  | |  |  |  | |
| CMP 4467 Social Media Campaigns | 3 |  | UM | | S | CMP 3307 |  | |
| Upper Division Free Electives | 6 |  | UU | |  |  | |  |
| Total | 15 |  |  | |  |  |  | |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major  \*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.) | | | | | | | | |

A Major Academic Plan (MAP) is one way to complete a degree in a set number of semesters. The *example* below is only one strategy. Actual plans for individual students will vary based on advisor recommendations and academic needs. Official Program Requirements including Major, General Education, Electives, and university requirements (see pg.2) are based on Catalog Year.

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| BA, Communication, Social Media and Digital Communication Page 2 | | | | | | |
| **2022-2023 Major Requirements** | **CR** | **GENERAL EDUCATION OBJECTIVES**  **Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | | | | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **45** | 1. Written English (6 cr. min) ENGL 1101 | | | | 3 |
| **Core Courses:** | **30** | ENGL 1102 | | | | 3 |
| CMP 1110 Media Writing | 3 | 2. Spoken English (3 cr. min) COMM 1101 | | | | 3 |
| CMP 2202 Photo, Graphic & Video Editing | 3 | 3. Mathematics (3 cr. min) Recommended MATH 1123 | | | | 3 |
| CMP 2209 Persuasion | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** | | | | |
| CMP 3307 Introduction to Social Media | 3 |  | | | |  |
| CMP 3309 Communication Inquiry | 3 |  | | | |  |
| CMP 3310 Multiplatform Storytelling | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** | | | | |
| CMP 3367 Media Analytics | 3 |  | | | | |
| CMP 4403 Mass Communication and Society | 3 |  | | | |  |
| CMP 4467 Social Media Campaigns | 3 |  | | | |  |
|  |  |  | | | |  |
| **Choose ONE of the following:** |  | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | |
| CMP 2286 Visual Rhetoric | 3 |  | | | |  |
| OR |  |  | | | |  |
| CMP 4483 Rhetoric of Popular Culture | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | |
|  |  |  | | | | |
| **Choose FIVE emphasis electives:** | **15** | 7. Critical Thinking | | | |  |
| CMP 2203 Media Literacy (Fulfills Objective 8) | 3 | 8. Information Literacy | | | |
| CMP 2231 Introduction to Graphic Design | 3 | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | |
| CMP 2241 Introduction to Public Relations | 3 |  | | | |  |
| CMP 2251 Introduction to Photography | 3 | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | |
| CMP 2261 Introduction to Advertising | 3 |  | | | |  |
| CMP 2271 Television and Video Production | 3 | **Total GE** | | | | **37** |
| CMP 2286 Visual Rhetoric (if not taken above) | 3 | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/)  *http://coursecat.isu.edu/undergraduate/programs/* | | | | |
| CMP 3302 Image Management | 3 |
| CMP 3320 Foundations of Leadership | **3** |  | | | | |
| CMP 3336 Studio I: Typography and Digital Media | 3 |
| CMP 3339 Web Design | 3 | **MAP Credit Summary** | | | | **CR** |
| CMP 3346 Public Relations Writing | **3** | Major | | | | 45 |
| CMP 3352 Photo Communication | 3 | General Education | | | | 37 |
| CMP 3365 Advertising Strategy and Copywriting | 3 | Upper Division Free Electives to reach 36 credits | | | | 15 |
| CMP 3371 Narrative Video Production | 3 | Free Electives to reach 120 credits | | | | 23 |
| CMP 3383 Activism and Social Change | 3 | TOTAL | | | | 120 |
| CMP 4437 Illustration and Brand Identity | 3 |  | | | | |
| CMP 4440 Sport Public Relations | 3 |
| CMP 4446 Public Relations Campaigns | 3 | **Graduation Requirement Minimum Credit Checklist** | | | **Confirmed** | |
| CMP 4460 National Student Advertising Competition | 3 | Minimum 36 cr. General Education Objectives (15 cr. AAS) | | | X | |
| CMP 4465 Advertising Campaigns | 3 | Minimum 15 cr. Upper Division in Major (0 cr. Associate) | | | X | |
| CMP 4483 Rhetoric of Popular Culture (if not taken above) | 3 | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | | | X | |
| CMP 4494 Internship | 3 | Minimum of 120 cr. Total (60 cr. Associate) | | | X | |
|  |  |  | |  | | |
| **Advising Notes** | | ***MAP Completion Status (for internal use only)*** | | | | |
| CMP 2203: Media Literacy is suggested for GE Objective 8 | |  | *Date* | | | |
| CMP 2250 History & Appreciation of Photography is suggested for GE | |  |  | | | |
| Objective 4 | | *CAA or COT:* | 3/26/2020 bgb | | | |
|  | | *CAL* | 5/15/2022 vlb | | | |
|  | | **Complete College American Momentum Year**  **Math and English course in first year-Specific GE MATH course identified**  **9 credits in the Major area in first year**  **15 credits each semester (or 30 in academic year)**  **Milestone courses** | | | | |
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|  | | Form Revised 9.10.2019 | | | | |