

## ABOUT THE MAJOR

Digital Media & Entertainment engages students in courses that build knowledge and skills in traditional electronic and emerging digital media. Students explore historical, theoretical, and structural concepts of programming, management, and production of informational and entertainment radio, television, and online content to serve today's multicultural society. Students learn the art and science of successful storytelling, and create and produce original content for multiple digital media platforms. Students gain hands-on experience early on and throughout their tenure with WUTV and WOLF Radio.

## ABOUT THIS MAP

This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements. Use this map to help plan and guide your experience at UWG, including academic, co-curricular, and discovery opportunities. Everyone's experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

### WHERE CAN YOU GO WITH THIS DEGREE?

- Audio Specialist
- Brand Strategist
- Content Manager
- Graphic Designer
- Motion Graphics Designer
- Paid Search Specialist
- Social Media Specialist
- User Experience (UX) Designer
- Video Editor
- Web Developer

### ADD A CERTIFICATE

- Advertising
- Arts Management
- Data Analytics

# MASS COMMUNICATIONS

## DIGITAL MEDIA & ENTERTAINMENT TRACK

*Bachelor of Science*

# 60

CORE CREDIT HOURS

# 45

MAJOR CREDIT HOURS

# 15

ELECTIVE CREDIT HOURS

Visit [westga.edu/program-maps](https://westga.edu/program-maps) for the latest version of this major map.



VISIT WOLFWATCH  
FOR MORE  
INFORMATION.



HAVE A QUESTION?  
CHECK IN WITH  
YOUR ADVISOR!



UNIVERSITY OF WEST GEORGIA

2023-2024

**TERM 1: FALL**

- A1: ENGL 1101** 3 CREDIT HOURS  
English Composition I
- E1: HIST 1111 OR 1112** 3 CREDIT HOURS  
US History
- B2: XIDS 2002** 2 CREDIT HOURS  
(Recommended) First-Year Seminar
- C1: FINE ARTS** 3 CREDIT HOURS
- D1: SCIENCE + LAB** 4 CREDIT HOURS

MILESTONES:  
 • COMPLETE ENGL 1101; REQUIRED TO EARN C OR HIGHER.

**TERM 2: SPRING**

- A1: ENGL 1102** 3 CREDIT HOURS  
English Composition II
- A2: MATH 1401/1001/1111** 3 CREDIT HOURS  
Elementary Statistics, Quantitative Skills & Reasoning, or College Algebra
- F: COMM 1110** 3 CREDIT HOURS  
Public Speaking
- E2: HIST 2111 OR 2112** 3 CREDIT HOURS  
US History
- D1: NON-LAB SCIENCE** 3 CREDIT HOURS

MILESTONES:  
 • COMPLETE ENGL 1102; REQUIRED TO EARN C OR HIGHER.  
 • COMPLETE COMM 1110; REQUIRED TO EARN C OR HIGHER.  
 • COMPLETE 30 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS**

**CRUSH YOUR COURSEWORK**

- Talk with your professors and advisors about your education and career goals.

**FIND YOUR PLACE**

- Complete WIT and/or UTIP Training program.
- Become a mentee in the Alumni Mentor Programs.
- Attend SCFM networking functions and alumni networking events.
- Connect with on-campus media and/or student media organization.

**BROADEN YOUR PERSPECTIVES**

- Explore diversity, equity, and inclusion resources and opportunities across campus.
- Check out the education abroad office.

**CONNECT OFF-CAMPUS**

- Visit Wolves Vote to learn about the voting process and registration.
- Consider volunteering for a campaign or organization in your community.

**TAKE CARE OF YOURSELF**

- Visit the UWG Wellness Hub to find all the resources available to you!
- Visit Health Services.
- Get fit! Visit URec to see all your options.
- Visit the Center for Economic Education and Financial Literacy.

**PAVE YOUR PATH**

- Complete a self-assessment to see what careers and majors are right for you.
- Visit Office of Career and Graduate School Connections.
- Create your profile on Handshake.
- Consider applying for an on-campus job.

**TERM 1: FALL**

- F: COMM 1154** 3 CREDIT HOURS  
Introduction to Mass Communications
- F: FOREIGN LANGUAGE** 3 CREDIT HOURS  
Foreign Language 1000-2000
- C2: HUMANITIES** 3 CREDIT HOURS  
Any Option EXCEPT COMM 1154
- B1: ORAL COMMUNICATION** 3 CREDIT HOURS  
Any Option EXCEPT COMM 1110
- D2: MATH, SCIENCE, & TECHNOLOGY** 3 CREDIT HOURS

MILESTONES:  
 • COMPLETE FIRST FOREIGN LANGUAGE REQUIREMENT.  
 • COMPLETE COMM 1154; REQUIRED TO EARN C OR HIGHER.

**TERM 2: SPRING**

- E3: POLS 1101** 3 CREDIT HOURS  
American Government
- F: FOREIGN LANGUAGE** 3 CREDIT HOURS  
Foreign Language 1000-2000
- F: COMM 2254** 3 CREDIT HOURS  
Media Ethics
- E4: SOCIAL SCIENCE** 3 CREDIT HOURS
- F: HUMANITIES OR SOCIAL SCIENCE** 3 CREDIT HOURS

MILESTONES:  
 • COMPLETE SECOND FOREIGN LANGUAGE REQUIREMENT.  
 • COMPLETE COMM 2254; REQUIRED TO EARN C OR HIGHER.  
 • COMPLETE 60 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS**

**CRUSH YOUR COURSEWORK**

- Complete core classes.
- Meet with your faculty mentor at least once per semester.

**FIND YOUR PLACE**

- Volunteer for WOLF Radio and/or WUTV.
- Attend (or volunteer at) Media Day.

**BROADEN YOUR PERSPECTIVES**

- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students' stories of their experiences.

**CONNECT OFF-CAMPUS**

- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

**TAKE CARE OF YOURSELF**

- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take a mental health screening.

**PAVE YOUR PATH**

- Draft your resume and attend a resume blitz.
- Learn about how to network on social media and update your Handshake profile.
- Draft your personal statement.
- Visit the graduate school to find out about graduate programs and admission requirements.

**TERM 1: FALL**

**COMM 3350** 3 CREDIT HOURS  
Digital Media Industries

**COMM 3351 OR 3352** 3 CREDIT HOURS  
Radio & Audio Production or Fundamentals of TV Production

**ELECTIVES** 6 CREDIT HOURS  
Must select COMM 3000-4000 level courses or courses from approved list

**MINOR COURSE** 3 CREDIT HOURS

- MILESTONES:**
- COMPLETE COMM 3350.
  - COMPLETE COMM 3351 OR COMM 3352.

**TERM 2: SPRING**

**COMM 3305** 3 CREDIT HOURS  
Short-Form Screenwriting & Analysis

**COMM 3355 OR ELECTIVE** 3 CREDIT HOURS  
Media Programming & Management OR Course Elective

**COMM 3354, 3357, OR 4455** 3 CREDIT HOURS  
Digital Social Media & Society, Diversity & Mass Media, or Contemporary Issues in Mass Comm

**ELECTIVE(S)** 3/6 CREDIT HOURS  
Must select COMM 3000-4000 level course or course from approved list

**MINOR COURSE** 3 CREDIT HOURS

- MILESTONES:**
- IF UNABLE TO ENROLL IN COMM 3355 IN YEAR 3, TAKE 6 ELECTIVE COURSE CREDITS INSTEAD OF 3 CREDITS IN YEAR 3, TERM 2.
  - COMPLETE COMM 3305.
  - COMPLETE 90 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS**

**Additional Information:**

- For Mass Communications majors, 18-21 credit hours of COMM 3000-4000 level courses are required to apply toward major electives. Up to 6 credit hours of the 18-21 hours may be selected from the Approved Electives list, but this is not required. Majors may petition to apply alternative courses, including 1000-2000 level courses, as major electives that are relevant to their career aspirations by submitting requests and rationales to advisors. The Dean or Designee must approve all alternative courses.

**CRUSH YOUR COURSEWORK**

- Complete core classes.
- Meet with your faculty mentor at least once per semester.

**FIND YOUR PLACE**

- Volunteer for WOLF Radio and/or WUTV.
- Attend (or volunteer at) Media Day.

**BROADEN YOUR PERSPECTIVES**

- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students' stories of their experiences.

**CONNECT OFF-CAMPUS**

- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

**TAKE CARE OF YOURSELF**

- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take a mental health screening.

**PAVE YOUR PATH**

- Draft your resume and attend a resume blitz.
- Learn about how to network on social media and update your Handshake profile.
- Draft your personal statement.
- Visit the graduate school to find out about graduate programs and admission requirements.

**TERM 1: FALL**

**COMM 4484** 3 CREDIT HOURS  
Mass Communications Research Methods

**COMM 4421R OR 4421T** 3 CREDIT HOURS  
Practicum: WOLF Internet Radio or WUTV

**COMM 3355 OR ELECTIVES 3/6** CREDIT HOURS  
Digital Media Programming & Management OR Course Elective. Must select COMM 3000-4000 level courses or courses from approved list

**MINOR COURSE** 3 CREDIT HOURS

- MILESTONES:**
- IF COMM 3355 IS NOT COMPLETED IN YEAR 3, COMPLETE COURSE IN YEAR 4, TERM1 WITH ONE ELECTIVE COURSE. IF COMM 3355 COMPLETED IN YEAR 3, COMPLETE 6 CREDITS OF ELECTIVE COURSES.
  - COMPLETE COMM 4421R OR COMM 4421T.

**TERM 2: SPRING**

**COMM 4454** 3 CREDIT HOURS  
Media Law

**ELECTIVE(S)** 3/6 CREDIT HOURS  
Must select COMM 3000-4000 level course(s) OR course(s) from approved list; Complete 6 credit hours if minor requires 15 credit hours; complete 3 credit hours if minor requires 18 credit hours.

**MINOR COURSE** 6/9 CREDIT HOURS  
Complete 6 credit hours if minor requires 15 credit hours, complete 9 credit hours if minor requires 18 credit hours.

- MILESTONES:**
- COMPLETE A MAXIMUM OF 12 CREDIT HOURS OF COMM 3000-4000 LEVEL COURSES TO APPLY TOWARD 18-21 CREDIT HOURS OF MAJOR ELECTIVES.
  - COMPLETE 120 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS**

**Additional Information:**

- Additionally, students may take up to 6 hours of internship (COMM 4486) for credit in their degree program, and students may take up to 6 credit hours of 3000-4000 level practica courses in their degree program. However, students may not exceed a total of 9 credit hours of internship and practica combined.

**CRUSH YOUR COURSEWORK**

- Complete an internship.
- Submit your coursework for internal Excellence Awards.
- Submit your work for national awards.

**FIND YOUR PLACE**

- WOLF Radio/WUTV Paid Leadership Roles.
- Attend a National Convention.

**BROADEN YOUR PERSPECTIVES**

- Assess your cultural competency.
- Consider working abroad and research visa regulations.
- Explore practices of creating more inclusive careers.

**CONNECT OFF-CAMPUS**

- Ask for advice from professionals in your field of interest.
- Explore career shadowing opportunities.

**TAKE CARE OF YOURSELF**

- Explore a farmer's market for fresh produce.
- Develop a post-graduation exercise plan.
- Explore your loan repayment options and complete your exit counseling.

**PAVE YOUR PATH**

- Request references from professors and supervisors.
- Draft your resume cover letter and personal statement and revise it with career services.
- Attend business fairs and career fairs at UWG and across the state.
- Attend an interview workshop.
- Apply for graduate programs.