DIGITAL COMMUNICATION PROGRAM

Major In Digital Communication

The Bachelor of Science in Digital Communication provides students with the theoretical knowledge as well as the practical skill to help them become a leader in designing and managing digital content in any field or organization. Students will gain experience in both digital writing and digital production, while also developing expertise in strategy, message design, platform delivery and assessment. Digital Communication majors focus on digital communication technologies as both the consumer and the creator. They engage in unique coursework that focuses on three key areas: theories and concepts of Digital Communication, how to effectively design and manage digital content based on unique goals, as well as how to create and produce the content needed to engage a variety of communities across multiple platforms.

From social media to podcasts to emerging digital technology, Digital Communication majors at Bryant University are trained for the "here and now" as well as for what the future may bring. Studying Digital Communication at Bryant give students the ability to design, produce and manage digital content for a wider variety of contexts and careers.

Digital Communication Major Objectives:

Students in the Digital Communication major will:

- Describe the process of digital communication.
- Explain the process by which digital communication knowledge is generated and advanced.
- Develop, create, deliver, and assess appropriate and effective digital media messages.
- Demonstrate the ability to apply the ethical, social, historical, and legal principles and practices of digital communication.
- Engage critically and creatively to solve problems and adapt to new technology environments.
- Apply communication and digital communication theory and research to real-world situation.

Bachelor of Science with a Major in Digital Communication Requirements:

General Education Requirements

University Minor Requirements

Digital Communication Major Requirement

COM 203	Introduction to Communication	3
COM 205	Introduction to Digital Communication	3
COM 270 or COM 272	Interpersonal Communication Mass Communication	3
COM 390	Research Methods in Communication/Digital Communication	3
COM 491	Senior Capstone for Communication/Digital Communication	3

Written Content Creation Requirement [1]

Choose One Course from Listing		

COM 332	Writing and Reporting for Broadcast and Digital Media	3
COM 352	Writing for Social Media	3
COM 353	Writing for Digital Media	3
COM 452	Personal Branding in Digital Media	3

Audio/Visual Content Creation Requirement [1]

Choose One Course from Listing		
COM 243	Digital Media Production	3
COM 346	Talk Radio: Sports, Politics, and Podcasting	3
COM 357	Digital Storytelling	3
COM 442	Advanced Digital Media	3

Digital Communication Content Requirement [1]

Choose at least Two Courses from Listing		
COM 243	Digital Media Production	3
COM 265	Public Relations and Social Media	3
COM 332	Writing and Reporting for Broadcast and Digital Media	3
COM 346	Talk Radio: Sports, Politics, and Podcasting	3
COM 352	Writing for Social Media	3
COM 353	Writing for Digital Media	3
COM 357	Digital Storytelling	3
COM 442	Advanced Digital Media	3
COM 452	Personal Branding in Digital Media	3
COM 463	The Impact of Digital Addiction on Individuals and Social Interactions	3
COM 470	Persuasion and Social Influence	3
COM 480	Advanced Health Communication Health Campaigns	3

Three Communication Electives(no double counting) [1]

[1] Courses amongst content sections may **not** double count.   At least 2 courses throughout the "content" sections must be at the 400 level. The 400 level course taken for the Major Requirement section does not count towards this requirement

A minimum of 36 credit hours is required for the major.

A minimum of 122 credit hours required for graduation.