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

Visit westga.edu/program-maps for the latest version of this major map.

HONORS COLLEGE
Consider joining if you have an Overall GPA of 3.2 and earned 15 college credit hours!
**TERM 1: FALL**

**C1:** ENGL 1101  
3 CREDIT HOURS  
English Composition I

**S1:** HIST 1111 OR 1112  
3 CREDIT HOURS  
US History

**I2:** XIDS 2002  
2 CREDIT HOURS  
(Recommended) First-Year Seminar

**A1:** HUMANITIES  
3 CREDIT HOURS

**T1:** SCIENCE + LAB  
4 CREDIT HOURS

**MILESTONES:**  
• Complete ENG 1101 – English Composition I; required to earn C or higher.

**TERM 1: SPRING**

**C2:** ENGL 1102  
3 CREDIT HOURS  
English Composition II

**M:** MATH 1401/1001/1111  
3 CREDIT HOURS  
Elementary Statistics, Quantitative Skills & Reasoning, or College Algebra

**F:** COMM 1110  
3 CREDIT HOURS  
Public Speaking

**P1:** HIST 2111 OR 2112  
3 CREDIT HOURS  
US History

**T2:** NON-LAB SCIENCE  
3 CREDIT HOURS

**MILESTONES:**  
• Complete ENG 1102 –English Composition II; required to earn C or higher.

**TERM 2: FALL**

**CRUSH YOUR COURSEWORK**

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

**FIND YOUR PLACE**

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

**BROADEN YOUR PERSPECTIVES**

• Visit the UM-Weidman Wellness Hub to find all the resources available to you!
• Visit Health Services.
• Get fitness info, see all your options.
• Visit the Center for Economic Education and Financial Literacy.

**TAKING CARE OF YOURSELF**

• 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 2: SPRING**

**P2:** 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

**S2:** HUMANITIES OR SOCIAL SCIENCE  
3 CREDIT HOURS

**MILESTONES:**  
• Complete second foreign language requirement.
• Complete Comm 1154 – Introduction to Mass Communications; required to earn C or higher.

**TERM 1: FALL**

**F:** COMM 1154  
3 CREDIT HOURS  
Introduction to Mass Communications

**F:** FOREIGN LANGUAGE  
3 CREDIT HOURS  
Foreign Language 1000-2000

**A2:** HUMANITIES  
3 CREDIT HOURS  
Any Option EXCEPT COMM 1154

**I1:** ORAL COMMUNICATION  
3 CREDIT HOURS  
Any Option EXCEPT COMM 1110

**D2:** STEM COURSE  
3 CREDIT HOURS

**MILESTONES:**  
• Complete first foreign language requirement.
• Complete COMM 1154 – Introduction to Mass Communications; required to earn C or higher.

**TERM 2: SPRING**

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

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

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

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

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

• 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  
Digital Media Industries
3 CREDIT HOURS
COMM 3351 OR 3352  
Radio & Audio Production or Fundamentals of TV Production
3 CREDIT HOURS
COMM 3354  
Digital Social Media & Society
3 CREDIT HOURS
ELECTIVE  
Must select COMM 3000-4000 level courses or courses from approved list
3 CREDIT HOURS
MINOR COURSE  
MILESTONES:
• COMPLETE COMM 300 – DIGITAL MEDIA INDUSTRIES.
• COMPLETE COMM 331 – RADIO & AUDIO PRODUCTION OR COMM 3332 – FUNDAMENTALS OF TELEVISION PRODUCTION.

TERM 2: SPRING
COMM 4456  
Digital Content Creation
3 CREDIT HOURS
COMM 3355 OR ELECTIVE  
Media Programming & Management OR Course Elective
3 CREDIT HOURS
COMM 3301, 3302, OR 3305  
Fundamentals of Newswriting, Writing Across Media, or Short-Form Screenwriting & Analysis
3 CREDIT HOURS
ELECTIVE  
Must select COMM 3000-4000 level course or course from approved list
3 CREDIT HOURS
MINOR COURSE  
MILESTONES:
• IF UNABLE TO ENROLL IN COMM 3305 – MEDIA PROGRAMMING AND MANAGEMENT NOT COMPLETED IN YEAR 3, COMPLETE ELECTIVE COURSE IN YEAR 4, TERM 1 WITH ONE ELECTIVE COURSE.
• IF COMM 3355 COMPLETED IN YEAR 3, COMPLETE 6 CREDITS OF ELECTIVE COURSES.
• COMPLETE COMM 4421R – PRACTICUM: THE WOLF INTERNET RADIO OR COMM 4421T – PRACTICUM: WUTV.

TERM 1: FALL
COMM 4484  
Mass Communications Research Methods
3 CREDIT HOURS
COMM 4421R OR 4421T  
Practicum: WOLF Internet Radio or WUTV
3 CREDIT HOURS
COMM 3355 OR ELECTIVES  
Digital Media Programming & Management OR Elective Courses. Must select COMM 3000-4000 level courses or courses from approved list
6 CREDIT HOURS
MINOR COURSE  
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.

TERM 2: SPRING
COMM 4454  
Media Law
3 CREDIT HOURS
ELECTIVE(S)  
Must select COMM 3000-4000 level 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.
6/9 CREDIT HOURS
MINOR COURSE  
MILESTONES:
• COMPLETE 6 CREDIT HOURS IF MINOR Requires 15 CREDIT HOURS, COMPLETE 9 CREDIT HOURS IF MINOR Requires 18 CREDIT HOURS.

Additional Information:
• All Mass Communications majors, 15-27 credit hours of COMM 3000-4000 level courses are required to apply toward major electives. Up to 6 credit hours of the 15-27 hours may be selected from the approved Electives list, but this is not required. Majors may petition to apply additional courses, including 1000-2000 level courses, as major electives that are relevant to their career aspirations by submitting requests and rationale to advisors. The Dean of Desegregate must approve any additional courses.