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.

VISIT WOLFWATCH FOR MORE INFORMATION.

HAVE A QUESTION? CHECK IN WITH YOUR ADVISOR!
YEAR 1

TERM 1: FALL
A1: ENGL 1101
  English Composition I
  3 CREDIT HOURS
E1: HIST 1111 OR 1112
  US History
  3 CREDIT HOURS
B2: XIDS 2002
  Recommended First-Year Seminar
  2 CREDIT HOURS
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
  English Composition II
  3 CREDIT HOURS
A2: MATH 1401/1001/1111
  Elementary Statistics, Quantitative Skills & Reasoning, or College Algebra
  3 CREDIT HOURS
F: COMM 1110
  Public Speaking
  3 CREDIT HOURS
E2: HIST 2111 OR 2112
  US History
  3 CREDIT HOURS
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.

TERM 1: FALL
F: COMM 1154
  Introduction to Mass Communications
  3 CREDIT HOURS
F: FOREIGN LANGUAGE
  Foreign Language 1000-2000
  3 CREDIT HOURS
C2: HUMANITIES
  Any Option EXCEPT COMM 1110
  3 CREDIT HOURS
B1: ORAL COMMUNICATION
  Any Option EXCEPT COMM 1110
  3 CREDIT HOURS
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
  American Government
  3 CREDIT HOURS
F: FOREIGN LANGUAGE
  Foreign Language 1000-2000
  3 CREDIT HOURS
F: COMM 2254
  Media Ethics
  3 CREDIT HOURS
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.

YEAR 2

TERM 1: FALL

TERM 2: SPRING

CRUSH YOUR COURSEWORK
• Talk with your professors and advisors about your education and career goals.

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

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

CONNECT OFF-CAMPUS
• Visit the IMC Wellness Hub to find all the resources available to you!
• Visit Health Services.
• Go to Visit Office to see all your options.
• Visit the Center for Economic Education and Financial Literacy.

TAKE 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.

PAVE YOUR PATH
• 15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

PAVE YOUR PATH
• 15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

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

• 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.

• Draft your resume and attend a resume blitz.
• Learn about how to network on social media and update your Handshake profile.

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

• Draft your personal statement.
• Visit the graduate school to find out about graduate programs and admission requirements.
**TERMS 3 & 4: MASS COMMUNICATIONS**

**YEAR 3**

**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

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

MINOR COURSE  
3 CREDIT HOURS

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

**TERM 2: SPRING**

COMM 3305  
Short Form Screenwriting & Analysis  
3 CREDIT HOURS

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

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

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

MINOR COURSE  
3 CREDIT HOURS

**MILESTONES:**  
• IF UNABLE TO ENROLL IN COMM 3305 IN YEAR 3, TAKE 6 ELECTIVE COURSE CREDITS INSTEAD OF 3 CREDITS IN YEAR 3, TERM 2.  
• COMPLETE COMM 3305.

**YEAR 4**

**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 3/6  
Must select COMM 3000-4000 level courses or courses from approved list  
3 CREDIT HOURS

MINOR COURSE  
3 CREDIT HOURS

**MILESTONES:**  
• IF COMM 3355 IS NOT COMPLETED IN YEAR 3, COMPLETE ELECTIVE COURSE IN YEAR 4, TERM 1 WITH ONE ELECTIVE COURSE.  
• COMPLETE 6 CREDITS OF ELECTIVE COURSES.  
• COMPLETE COMM 4421R OR COMM 4421T.

**TERM 2: SPRING**

COMM 4454  
Media Law  
3 CREDIT HOURS

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

MINOR COURSE  
6/9 CREDIT HOURS

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

**PAVS**

**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.

**PAS**

**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**

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