

## Digital Communications & Content Strategy Emphasis of Study

Associate of Art - 60 Credit Hours

This map provides a guide to completing a certificate program or an associate degree. Completion is subject to pre-requisite requirements and availability of the program/courses by location.

TERM 1		CREDITS	MILESTONE	SGE	COMPLETED
	Communications Requirement	3		020	
ENGL 1204 or ENGL 1209	English Composition I* or English Composition I with Review*	3		010	
	Social & Behavioral Sciences Requirement	3		050	
	Barton Designated Requirement	3		070	
	Suggested Emphasis Elective	3			
TOTAL CREDITS		15			

TERM 2		CREDITS	MILESTONE	SGE	COMPLETED
COMM 1610	Introduction to Social Media	3			
ENGL 1206	English Composition II*	3		010	
	Arts & Humanities Requirement	3		060	
JOUR 1204	Introduction to Broadcasting	3			
	Suggested Emphasis Elective	3			
TOTAL CREDITS		15			



**Milestone Courses** should be taken in the term shown. This will help you stay on track and graduate on time.



#### Make your summer matter.

Summer is a great time to take some courses and get ahead or stay on track.



# Systemwide General Education (SGE) Key

010	English	6 hours			
020	Communications	3 hours			
030	Math & Statistics	3 hours			
040	Natural & Physical Science	4-5 hours			
050	Social & Behavioral Sciences	6 hours			
060	Arts & Humanities	6 hours			
070	Barton Designated	6 hours			
sge.bartonccc.edu					

### **General Advising Notes**

- \* Subject to placement or pre-requisite requirements.
- To meet the criteria for the Social & Behavioral Sciences area, there must be at least two courses from two different subject areas. The subject areas include ANTH, ECON, GEOG, POLS, PSYC, and SOCI.
- To meet the criteria for the Arts & Humanities area, there must be at least two courses from two different subject areas. The subject areas include ARTS, COMM, DANC, ENGL, HIST, LITR, LANG, MUSI, PHIL, RELI, and THEA.

Student Name

ID#



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TERM 3		CREDITS	MILESTONE	SGE	COMPLETED
COMM 1700	Introduction to Mass Media	3		060	
	Math & Statistics Requirement*	3		030	
	Barton Designated Requirement	3		070	
COMM 1620	Content Marketing	3			
COMM 1630	Digital Content and Analytics	3			
TOTAL CREDITS		15			

TERM 4		CREDITS	MILESTONE	SGE	COMPLETED
	Natural & Physical Science Requirement*	5		040	
	Social & Behavioral Sciences Requirement	3		050	
GRPH 1065	Digital Video Editing	3			
	Suggested Emphasis Elective	3			
	Elective	1			
TOTAL CREDITS		15			

### **Suggested Emphasis Electives**

- ARTS 1246 Digital Photography (3)
- ARTS 1247 Digital Layout and Design (3)
- COMM 1217 Nonverbal Communication (3)
- COMM 1220 Organizational Communication (3)
- COMM 1234 Persuasion (3)
- COMM 1235 Storytelling (3)
- GRPH 1030 Web Page Design (3)
- GRPH 1048 Multimedia Presentations (3)
- GRPH 1054 Digital Image Editing (3)
- PHIL 1604 Systematic Ethics (3)
- PHIL 1605 Reason and Argument (3)
- SOCI 1129 Cross-Cultural Awareness (3)

See full list of courses in courses.bartonccc.edu

### **Advising Notes**

- \* Subject to pre-requisite requirements prereq.bartonccc.edu
- By the end of this course of study, you will gain industry certification for social media analytics.
- Recommend EDUC 1103 for the Barton Designated Requirement.
- Recommend ARTS 1246 for a Suggested Emphasis Elecive.

Student Name	ID#	