



**VALLEY CITY**  
STATE UNIVERSITY

## DIFFERENCE MAKERS

*Become One at VCSU*

# Professional Communication

## Digital Media Management Concentration

Department of Communication  
Arts

### MAJOR

The Professional Communication major, Digital Media Management Concentration, explores digital media formats and management while developing skills in public relations, social media management, communication theory, and website design. Offering both face-to-face and online classes, this program can be completed completely online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

### PRACTICAL EXPERIENCE

During your junior or senior year, you will have the opportunity to practice your skills and gain hands-on experiences through an internship. Students have recently conducted internships with:

- Marketing departments
- Photographers
- Newspapers
- Public relations firms

### SKILLS YOU WILL GAIN

- Presentational skills
- Writing expertise for a variety of digital mediums
- Ability to communicate with people from a variety of cultures and backgrounds
- Technical abilities, such as creating podcasts, web pages, and video streaming.
- Social media management and marketing using Twitter, Facebook, Pinterest, and other digital media
- Analytical decision-making based upon usage and analytics of social media.

### QUOTE:

*"As a small university, VCSU focuses greatly on helping each individual student find the right internships that are relevant to their degrees and future plans. As a professional communications major, internships have given me real-world experience in the media and have better prepared me for my future."*

~Anna Weisenberger

### EXAMPLES OF PROJECTS YOU MAY DO WITH THIS MAJOR

- Digital public relations projects for clientele
- Web page development
- Creation and management of a digital media campaign
- Service learning with non-profit organizations

### INTERNSHIP

An internship can be a part of a student's academic program and can take place any semester, any place and any number of credits from 3 to 12. Reasons to intern would be to gain hands-on workplace experience to build your resume, become better prepared to enter a specific career field, to network with professionals in the career field you desire to enter, and to gain a full-time position.

### TECHNOLOGY

- Notebook computers with multimedia capabilities
- Digital cameras, video cameras, and other peripherals
- Blackboard online learning environments

### CAREER SERVICES PROVIDES

- Career, job search, placement services free to all students
- Field trips, employer on-campus visits
- Information, networking opportunities and skill development
- Visit [www.vcsu.edu/careerservices/](http://www.vcsu.edu/careerservices/)

### CAREER OPPORTUNITIES

Newspaper Reporter, Webmaster, Public Relations Practitioner, Advertising and Marketing Specialist, Public Affairs Officer, Director of Media Relationships, Videographer, Multi-Media Writer, Photographer, Media Sales Representative, Campaign Director, Research Specialist, Columnist

### EXPLORE PROFESSIONAL COMMUNICATION, MEDIA CONCENTRATION

[www.aejmc.org](http://www.aejmc.org)  
[www.prsa.org](http://www.prsa.org)  
[www.khake.com/page43.html](http://www.khake.com/page43.html)  
[www.natcom.org](http://www.natcom.org)  
[www.roundtable.org](http://www.roundtable.org)

# Professional Communication - Digital Media Management Concentration

## MAJOR

The Professional Communication, Digital Media Management Concentration, major explores digital media formats and management while developing skills in public relations, social media management, communication theory and website design. Offering both face-to-face and online classes, this program can be completed exclusively online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

## LEARNING OUTCOMES

1. Practices professional and ethical communication strategically
2. Researches, evaluates, and synthesizes information effectively
3. Engages in and appreciates diverse thoughts and ideas
4. Competently works well with others in interpersonal and group situations

## ABILITIES

### Communication

Strategically practices professional and ethical communication.

### Problem Solving

Effectively researches, evaluates and synthesizes information.

### Global Awareness

Engages in and appreciates diverse thoughts and ideas.

### Collaboration

Competently works well with others in interpersonal and group situations.

For degree and graduation requirements see pages 39-40.

## Department Chair

Jonna Ziniel, Ph.D.  
McFarland 204  
(701) 845-7431

<b>General Education Requirements</b>	<b>39 Hours</b>	<b>Required Courses</b>	<b>13 Hours</b>
<b>Communication &amp; Collaboration</b>	<b>9 Hours</b>	COMM 212 Interpersonal Communication	3
ENGL 110 College Composition I	3	COMM 216 Intercultural Communication	3
ENGL 125 Intro to Professional Writing*	3	COMM 411 Communication Theory	3
COMM 110 Fund of Public Speaking*	3	COMM 491 Senior Portfolio	1
<b>Problem Solving</b>	<b>11 Hrs</b>	COMM 497 Internship	3-12
Mathematics (select one course)	3 Hrs	-OR- COMM 489 Strategies in Comm	3-12
MATH 103 College Algebra	3	<b>Required Concentration Courses</b>	<b>15 Hrs</b>
MATH 104 Finite Mathematics	3	COMM 314 Public Relations	3
MATH 107 Precalculus	3	COMM 315 Digital Communication	3
MATH 165 Calculus I	4	COMM 360 Group Dynamics	3
Lab Science (select two courses)	8 Hrs	COMM 414 Social Media Management	3
BIOL 111, 150, 151, 170, 220, 221	4	COMM 460 Media Ethics	3
CHEM 115, 116, 121, 122	4	-OR- COMM 470 Media Law	3
GEOL 100, 106	4	<b>Electives</b>	<b>9 Hrs</b>
PHYS 100, 110, 161, 162, 251, 252	4	BOTE 337 Authoring Digital Publications	3
TECH 161	4	CIS 369 Enterprise Systems	3
<b>Technology</b>	<b>3 Hrs</b>	CIS 440 Advanced Digital Web Design	3
CIS 170 Intro to Computer Info Systems	3	COMM 155 Intro to Photography	2
CSCI 127 Intro to Programming in Java	3	COMM 200 Intro to Media Writing	3
CSCI 160 Intro to Structured Program I	3	COMM 255 Digital and Adobe Elements	2
<b>Aesthetic Engagement</b>	<b>6 Hrs</b>	COMM 312 Gender Communication	3
Literacies- (select one course)	3 Hrs	COMM 330 Understanding Statistics	3
ENGL 220 Intro Lit; ENGL 225 Intro Film		COMM 340 Research Methods	3
ENGL 241 World Lit I; ENGL 242 World Lit II		COMM 350 Issues in Communication	3
ENGL 261 Amer Lit I; ENGL 262 Amer Lit II		COMM 355 Advanced Photography	2
HUM 201 Civil, Thought, & Lit Heritage		COMM 425 Popular Culture and Rhetoric	3
SPAN 201 2nd Yr I; SPAN 202 2nd Yr II		COMM 460 Media Ethics	3
THEA 110 Intro Theatre; THEA 161 Acting I		COMM 470 Media Law	3
Art & Music- (select one course)	3 Hrs	MRKT 305 Principles of Marketing	3
Art 110 Introduction to Visual Arts		MRKT 370 Advertising and Promotions	3
HUM 202 Fine Arts & Aesthetics			
MUS 100 Music Appreciation			
MUS 101 Music Fundamentals			
MUS 207 History of Rock'n'Roll			
<b>Global Awareness &amp; Effective Citizenship</b>	<b>6 Hrs</b>		
(select two courses)			
COMM 112 Under Media; COMM 114 Human Comm;			
ECON 201 Prin of Micro; ECON 202 Prin of Macro;			
GEOG 151 Human Geography			
HIST 103, 104, 211, 212, 260, 267, 270			
POLS 115 Amer Gov't; POLS 116 State Gov			
PSYC 111 Intro to Psychology			
SOC 110 Introduction to Sociology			
SOC 111 Introduction to Anthropology			
<b>Wellness</b>	<b>2 Hrs</b>		
HPER 100 Concepts of Fitness & Wellness	2		
<b>Additional General Education</b>	<b>2 Hrs</b>		
Select one additional course from the area of			
Aesthetic Engagement or Global Awareness			
or			
ART 112 (3), ART 231 (3), ART 281 (3); GEOG 111 (2);			
MUS 131 (1), MUS 141 (1); THEA 201 (1-3)			
*Required			
		<b>Total General Education</b>	<b>39 Hrs</b>
		<b>Total Major Requirement</b>	<b>37 Hrs</b>
		<b>Total Credits Needed to Graduate</b>	<b>120 Hrs</b>

## For B.A. degree, Language/Cultural Studies

In consultation with your advisor, select a 16 credit block of related courses from the following: Spanish, Art, Music, English, Theatre, Photography, and History. Courses may not be double-counted and may not include credits for portfolio preparation or internships.