

DIGITAL COMMUNICATION DESIGN MAJOR: DIGITAL MARKETING OPTION (B.S.)

<https://www.unh.edu/program/bachelor-science/digital-communication-design-digital-marketing>

Description

The Bachelor of Science in Digital Communication Design prepares students for the expanding fields of digital communication and social media as used in business and the public sphere to market products, establish brands, enhance an organization's presence in the public eye, and support the democratization of society. The program integrates technical and creative disciplines through the study of communication modes, media design, marketing fundamentals, and information technology. The B.S. in Digital Communication Design fosters learning that prepares graduates to make a strategic contribution in public and private enterprises that require the ability to convey messages effectively, manage information appropriately, respond to emerging environments, and employ technology strategically in a digital environment.

Requirements

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at UNH

Minimum Cumulative GPA: 2.0 is required for conferral*

Core Curriculum Required: General Education Program

Major, Option and Elective Requirements as indicated.

**GPA: Major and any state certification GPA requirements may be higher and are indicated in program details.*

A minimum grade of C- is required in all Major coursework. Some programs may have higher grade requirements for Major coursework as noted in the Major requirements section below. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor, and General Education requirements with only 8 credits overlapped between the Major and Minor. Please note that Option requirements are considered part of the Major. Students must complete 16 upper-level credits in majors within the College of Professional Studies, Online.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only 8 credits overlapped between the Major and Minor.

All General Education requirements must be taken prior to the capstone.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4

CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601A	Interdisciplinary Seminar: Being Happy	4
or IDIS 601B	Interdisciplinary Seminar: Business of Beer	
or IDIS 601C	Interdisciplinary Seminar: Paranormal Activities	
Total Credits		40

Writing Program Requirements

All bachelor's degree candidates are required to complete four writing intensive courses as part of the University [Writing Program Requirements](#) as follows:

Code	Title	Credits
ENG 420	The Writing Process	
One Writing Intensive course in the Major		
One Writing Intensive course at the 600-level or above		
One Additional Writing Intensive Course		

Writing Intensive courses are identified with the label "Writing Intensive Course" in the "Attributes" section of the course description and/or a W following the course number.

Major Requirements

Prior to capstone enrollment, students are expected to complete all General Education program requirements. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. Refer to the Degree Plan for a sample course sequence. Academic Advisor approval is required for registration to be processed.

Code	Title	Credits
Major in Digital Communication Design		
<i>Foundational Courses</i>		
ART 401	Introduction to Drawing	4
ART 512	Fundamentals of Design	4
ART 515	Digital Photography	4
<i>Intermediate Courses</i>		
COM 504	Web Development I	4
COM 535	Visual Media Production	4
MKT 510	Principles of Marketing	4
<i>Advanced Courses</i>		
COM 680	Trends in Digital and Social Media	4
COM 743	Synthetic Media and the Construction of Reality	4
MKT 645	Marketing Research	4
Option in Digital Marketing		
MKT 517	Consumer Behavior	4
MKT 615	Digital Storytelling and Brand Management	4
Select three courses from the following:		12
COM 647	Writing for Visual Media	
COM 670	Advanced Visual Communication	
MKT 600	Social Media Marketing	
MKT 612	Agile Marketing	
MKT 720	Digital Advertising	
MKT 723	Marketing Design and Usability	
<i>Integrative Capstone</i>		
COM 798	Integrative Capstone: Project in Digital Communication Design	4
Total Credits		60

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, option or minor. Students will need 120 credits total to graduate with a bachelor's degree from the Online Division of the College of Professional Studies.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

Sample Course Sequence

First Year

Fall		Credits
ART 401	Introduction to Drawing	4
ART 515	Digital Photography	4
ENG 420	The Writing Process	4
General Education Course		4
Credits		16

Spring

ART 512	Fundamentals of Design	4
COM 460	Interpersonal Communication and Group Dynamics	4
CRIT 501	Introduction to Critical Inquiry	4
MTH 402	Math for Our World	4
or MTH 504	or Statistics	
or MTH 510	or Pre-Calculus	
Credits		16

Second Year

Fall		Credits
COM 480	Visual Communication	4
COM 504	Web Development I	4
MKT 510	Principles of Marketing	4
Elective		4
Credits		16

Spring

COM 535	Visual Media Production	4
COM 545	Digital Illustration	4
COM 645	Advanced Digital Illustration	4
General Education Course		4
Credits		16

Third Year

Fall		Credits
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
MKT 517	Consumer Behavior	4
MKT 615	Digital Storytelling and Brand Management	4
Elective		4
Credits		16

Spring

COM 680	Trends in Digital and Social Media	4
MKT 645	Marketing Research	4
COM 647	Writing for Visual Media	4
or COM 670	or Advanced Visual Communication	
or MKT 600	or Social Media Marketing	
or MKT 612	or Agile Marketing	
or MKT 720	or Digital Advertising	
or MKT 723	or Marketing Design and Usability	
General Education Course		4
Elective		4
Credits		20

Fourth Year

Fall

COM 743	Synthetic Media and the Construction of Reality	4
COM 670	Advanced Visual Communication	
or MKT 600	or Social Media Marketing	
or MKT 612	or Agile Marketing	
	or Marketing Research	
or MKT 645	or Digital Advertising	
	or Marketing Design and Usability	
or MKT 720		
or MKT 723		
IDIS 601A	Interdisciplinary Seminar: Being Happy	4
or IDIS 601B	or Interdisciplinary Seminar: Business of Beer	
or IDIS 601C	or Interdisciplinary Seminar: Paranormal Activities	
Elective		4
Credits		12

Spring

COM 798	Integrative Capstone: Project in Digital Communication Design	4
Elective		4
Credits		8
Total Credits		120

Student Learning Outcomes

Program Learning Outcomes

- Express ideas and concepts through the development of digital content.
- Employ industry-standard information design, usability, and accessibility principles throughout the digital communication design process.
- Use optimal composition applications and technologies for specific media and design objectives.
- Develop various process models for digital content creation that reflect project aims, resources, constraints, and other variables.
- Develop methods of communication and content development for individuals, groups, and mass media informed by theories of communication and global culture.
- Develop digital content according to codes of ethics, privacy, conflict, and citizenship.