

## 2024-2025 Degree Map-Bachelor of Arts in Digital Content Creation

This map is a term-by-term sample course schedule. The milestones listed to the right of each term are designed to keep you on course to graduate in four years. The Sample Schedule serves as a general guideline to help you build a full schedule each term. See course descriptions and prerequisites at <https://catalog.atu.edu/>

#Prerequisite Courses: ENGL 0303 \_\_\_\_\_ MATH 0803 \_\_\_\_\_ MATH 0903 \_\_\_\_\_

Sample Schedule	Milestones/Notes		
Semester 1	Hrs.	Grade	Semester 1
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#	
U.S. History/Government	3		
Mathematics	3		
COMM OR JOUR 1023-Exploration of Media and Communication	3		
TECH 1001- Orientation to the University	1		
General Elective	3		
<b>Total hours</b>	<b>16</b>	<b>GPA</b>	

Semester 2	Hrs.	Grade	Semester 2
ENGL 1023- Comp II (ACTS= ENGL 1023)	3	#	
Social Sciences	3		
Science with Lab	4	#	
Fine Arts and Humanities	3		
General Elective	3		
<b>Total hours</b>	<b>16</b>	<b>GPA</b>	

Semester 3	Hrs.	Grade	Semester 3
Science with Lab	4		
Performance Course*	3		
TH 3263- Narrative Film Production	3		
Social Science	3		
General Elective	3		
<b>Total hours</b>	<b>16</b>	<b>GPA</b>	

Semester 4	Hrs.	Grade	Semester 4
Fine Arts & Humanities	3		
Social Sciences or Fine Arts & Humanities	3		
Digital Content Creation Elective**	3		
General Elective	3		Consider a minor and/or Certificate
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	<b>COMM ADVISOR ASSIGNED</b>

The Arkansas Course Transfer System (ACTS) is designed to assist in planning the academic progress of students. This system contains information about the transferability of courses within Arkansas public colleges and universities. The Arkansas Course Transfer System can be accessed by searching keyword "ACTS" at <https://adhe.edu/>

\*Performance Courses: TH 2703, COMM 2003, COMM 2013, and COMM 3063

<b>Fine Arts and Humanities</b> ART 2123 Experiencing Art (ACTS=ARTA1003) MUS 2003 Introduction to Music (ACTS=MUSC1003) TH 2273 Introduction to Theatre (ACTS=DRAM 1003) ENGL/JOUR 2173 Introduction to Film ENGL 2003 Introduction to World Literature (ACTS=ENGL2113) ENGL 2013 Intro. to American Literature (ACTS=ENGL2653) PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103) PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003) 1013 from SPAN, FR, GER, or JPN 1023 from SPAN, FR, GER, JPN, or CHIN LEAD 2003 Ethics in Leadership	<b>U.S. History &amp; Government</b> HIST 1903 Survey of American History HIST 2003 U.S. History to 1877 (ACTS=HIST1113) HIST 2013 U.S. History since 1877 (ACTS=HIST2123) POLS 2003 American Government (ACTS=PLSC2003) <b>Science with Lab</b> BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004) BIOL/PHSC 1004- Principles of Environmental Science GEOL 1014- Physical Geology (ACTS= GEOL 1114) <b>University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.</b>
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Possible Careers: Advertising, Search Engine Optimization, Social Media/Content Creation, Analyst, User Experience (UX) and Digital Design.

Sample Schedule	Milestones/Notes		
Semester 5	Hrs.	Grade	Semester 5
JOUR 3173- Public Relations Principles	3		
Digital Content Creation Elective**	3		
General Elective	3		
General Elective	3		
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 6	Hrs.	Grade	Semester 6
COMM 3133- Digital Civility	3		
TH 4393- Social Media Influencing	3		
General Elective (3000-4000 level)	4		
General Elective	3		
General Elective	2		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	<b>APPLY FOR GRADUATION</b>

Semester 7	Hrs.	Grade	Semester 7
JOUR 4023- Social Media	3		
General Elective (3000-4000 level)	3		
General Elective (3000-4000 level)	3		
General Elective (3000-4000 level)	3		
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 8	Hrs.	Grade	Semester 8
COMM OR JOUR 4823- Communication or Journalism Capstone	3		See Note 1
General Elective (3000-4000 level)	3		<b>Graduation Requirements:</b> Min. hours 3000-4000 level courses: 40 No more than 4 PE activity hours Min. hours required:120 2.00+ GPA
General Elective (3000-4000 level)	3		
General Elective	3		
<b>Total hours</b>	<b>12</b>	<b>GPA</b>	

General Electives: 54 hours (1000-4000 level); 19 hours (3000-4000 level)

# indicates a "C" or better is required

\*\*Digital Content Creation Electives: COMM/JOUR/TH Internship or Practicum, JOUR 2143, JOUR 4073, COMM 3003, COMM 3163, COMM 3263, TH 4563, TH 3803

HIST 1503 World History to 1500 (ACTS=HIST1113) HIST 1513 World History since 1500 (ACTS=HIST1123) HIST 2003 U.S. History to 1877 (ACTS=HIST2113) HIST 2013 U.S. History since 1877 (ACTS=HIST2123) HIST 1903 Survey of American History POLS 2003 American Government (ACTS=PLSC2003) ECON 2003 Principles of Macroeconomics (ACTS=ECON2103) ECON 2013 Principles of Microeconomics (ACTS=ECON2203) SOC 1003 Introductory Sociology (ACTS=SOC1013) PSY 2003 General Psychology (ACTS=PSYC1103)	<b>Social Sciences</b> ANTH 1213 Intro. to Anthropology (ACTS=ANTH1013) ANTH 2003 Cultural Anthropology (ACTS=ANTH2013) GEOG 2013 Regional Geography of the World (ACTS=GEOG2103) AMST 2003 American Studies FIN 2013 Personal Finance LEAD 1003 Introduction to Leadership <b>Communication Courses</b> COMM 1003 Intro to Speech Comm COMM 2003 Public Speaking COMM 2173 Business and Professional Speaking
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