

2019-2020 Southeastern University - Unrestricted Education Catalog

Southeastern University

Bachelor of Science in Digital Media & Design - Online

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Program Description

The Bachelor of Science in Digital Media and Design (BSDMD) is an online communication program, which caters to working adults—regardless of age—who are seeking career advancement. The program introduces and assesses students in the following curricular categories: (1) digital media and design knowledge, (2) skills in digital media and editorial production, (3) skills in digital design and art, and (4) skills in digital marketing. The BSDMD provides students with the critical communication and digital design skills necessary for advancement in the marketplace or acceptance to graduate schools that focus on communication or design. The program supports the mission of Southeastern University by equipping future communication leaders to serve the marketplace through Spirit-empowered life, learning, and leadership.

[Bachelor of Science in Digital Media & Design - Online Four-Year Course Plan](#)

Foundational Core - 56 Hours

Intellectual and Practical Skills - 15 Hours

- [DCOM 1433 - FUNDAMENTALS OF SPEECH](#) Credits: 3
- [ENGL 1133 - ENGLISH COMPOSITION I](#) Credits: 3
- [ENGL 1233 - ENGLISH COMPOSITION II](#) Credits: 3

Mathematics (select two):

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- [MATH 1213 - COLLEGE ALGEBRA](#) Credits: 3
 - [MATH 1313 - TOPICS IN MATHEMATICS](#) Credits: 3
 - [MATH 1323 - EXPLORATIONS IN MATHEMATICS](#) Credits: 3
 - [MATH 2023 - INTRODUCTION TO PROBABILITY AND STATISTICS](#) Credits: 3
 - [BBUS 2433 - DATA MANAGEMENT AND ANALYSIS](#) Credits: 3

Engaging Human Culture and the Natural World - 19 Hours

Historical Perspective (select one):

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- [HIST 1033 - WORLD CIVILIZATION TO 1600](#) Credits: 3
 - [HIST 1043 - WORLD CIVILIZATION SINCE 1600](#) Credits: 3
 - [HIST 2013 - AMERICAN HISTORY TO 1877](#) Credits: 3
 - [HIST 2023 - AMERICAN HISTORY 1877 TO PRESENT](#) Credits: 3
 - [PPOL 2413 - UNITED STATES GOVERNMENT](#) Credits: 3

Humanities Elective (select one):

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- [HUMS 2033 - THEATRE APPRECIATION](#) Credits: 3
 - [HUMS 2233 - INTRODUCTION TO HUMANITIES](#) Credits: 3

Literature Elective

- [ENGL 2133 - WI: INTRODUCTION TO LITERATURE](#) Credits: 3

Psychology Elective (select one):

- [PSYC 1133 - INTRODUCTION TO PSYCHOLOGY](#) Credits: 3
- [PSYC 1233 - PSYCHOLOGY OF ADJUSTMENT](#) Credits: 3

Social Science Elective (select one):

- [SCSI 2033 - HUMANS IN SOCIETY](#) Credits: 3
- [SCSI 2233 - MARRIAGE AND FAMILY](#) Credits: 3
- [BBUS 2203 - INTRODUCTION TO ECONOMICS](#) Credits: 3

Natural Science Elective with lab (select one):

- [NSCI 1034 - LIFE SCIENCE LECTURE/LAB](#) Credits: 4
- [BIOL 1334 - ESSENTIALS OF HUMAN ANATOMY & PHYSIOLOGY LECTURE/LAB](#) Credits: 4

Spiritual Formation - 13 Hours

College and Christian Calling

- [CORE 1001 - COLLEGE AND CHRISTIAN CALLING](#) Credits: 1

Old Testament Elective

- [BIOT 1433 - THE OLD TESTAMENT AND ITS INTERPRETATION](#) Credits: 3

New Testament Studies

- [BINT 1533 - THE NEW TESTAMENT AND ITS INTERPRETATION](#) Credits: 3

Christian Studies

- [THEO 2123 - CHRISTIAN THOUGHT AND PRACTICE](#) Credits: 3

Faith Integration

- [COMM 3113 - INTEGRATING FAITH IN LANGUAGE AND THE COMMUNICATION ARTS](#) Credits: 3

Christian Responsibility - 9 Hours

- [CORE 2013 - HUMAN DIVERSITY AND CHRISTIAN COMMUNITY](#) Credits: 3

Personal Stewardship

- [CORE 1503 - PERSONAL STEWARDSHIP](#) Credits: 3

Ethics Elective

- [THEO 3123 - INTRODUCTION TO ETHICS](#) Credits: 3

Major Core - 37 Credit Hours

Digital Media Core - 19 Credit Hours

- [COMM/DCOM 1533 - SURVEY OF DIGITAL MEDIA AND DESIGN](#) Credits: 3
OR COMM 1533
- [COMM/DCOM 2023 - PHOTOGRAPHY](#) Credits: 3
OR COMM 2023
- [COMM/DCOM 2423 - WRITING FOR DIGITAL MEDIA](#) Credits: 3
OR COMM 2423
- [DCOM 3333 - WI: WRITING FOR THE MASS MEDIA](#) Credits: 3
OR COMM 3333
- [COMM/DCOM 3793 - DIGITAL MARKETING AND ANALYTICS](#) Credits: 3
OR COMM 3793
- [COMM/DCOM 4001 - COMMUNICATION SEMINAR](#) Credits: 1
OR COMM 4001
- [DCOM 4533 - MASS COMMUNICATION LAW](#) Credits: 3
OR COMM 4533

Digital Design Core - 15 Credit Hours

- [DCOM 3003 - MAGAZINE DESIGN AND PRODUCTION](#) Credits: 3
OR COMM 3003
- [COMM/DCOM 3523 - DIGITAL LAYOUT AND DESIGN](#) Credits: 3
OR COMM 3523
- [DCOM 3823 - WEB PAGE DESIGN](#) Credits: 3
OR COMM 3823
- [DCOM 4083 - ADVANCED DIGITAL IMAGING](#) Credits: 3
OR COMM 4083
- [COMM/DCOM 4093 - ADVERTISING DESIGN](#) Credits: 3
OR COMM 4093


Digital Media and Design Electives - 3 Credit Hours

- Select one of the following:
- [DCOM 4113 - ADVANCED ILLUSTRATION](#) Credits: 3
OR COMM 4113
- [DCOM 4183 - INTERNATIONAL PHOTOJOURNALISM](#) Credits: 3
OR COMM 4183
- [DCOM 4823 - COMMUNICATION INTERNSHIP](#) Credits: 3
OR COMM 4823

General Electives - 27 Credit Hours

Total Program Hours - 120 Credit Hours

NOTE: It is the responsibility of the student to read, review, and fulfill the requirements and total hours of this degree audit for their applicable degree.

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