

Digital Communication Program Requirements (48 credits)

- [Core Courses](#)
- [Specializations](#)
- [General Electives](#)
- [Information Literacy Requirement](#)
- [Computer Graphics Competency Requirement](#)
- [Professional Attendance Requirement](#)

Core Courses (21 credits)

- Survey of Digital Communication (CMAT 340)
- The Rhetoric of Digital Communication (CMAT 342)
- Media Literacy (CMAT 352)
- Communication Technologies (CMAT 451)
- Seminar in Digital Communication (CMAT 485)

*and **one** of the following advanced writing courses:*

- Argument & Persuasion (WRIT 314)
- Techniques of Popularization (WRIT 317)
- Writing, Editing & Publishing (WRIT 330)
- Public Relations Writing (WRIT 331)
- Writing for Digital Media (WRIT 361)
- Syntax, Semantics & Style (WRIT 380)

*and **one** of the following background & ideas courses:*

- Great Plays (ENGL 337)
- Modern Drama (ENGL 338)
- The American Dream (ENGL 346)
- Ancient Myth: Paradigms & Transformations (ENGL 351)
- Love in Literature (ENGL 354)
- The Hero & the Quest (ENGL 361)
- Shakespeare: Kings, Knaves & Fools (ENGL 364)
- Shakespeare: Love, Myth & Metamorphosis (ENGL 365)
- The Great Moderns (ENGL 450)
- Mass Media & Society (CMAT 371)
- Representing Reality: News & Documentary (CMAT 381)

Specializations (27 credits)

- [Digital Theory & Culture](#)
- [Media Design & Production](#)
- [Public Relations](#)

Complete one of the following specializations:

DIGITAL THEORY & CULTURE

- Research Methods in Digital Communication (CMAT 353)
- Mass Media & Society (CMAT 371)
- Representing Reality: News & Documentary (CMAT 381)

*and **three** of the following:*

- The Art of Film (ARTS 230)
- Literature & Film (ENGL 332)
- Media Genres (ENGL 333)
- Topics in Language & Society (ENGL 391)
- The Archaeology of Language (ENGL 392)
- Understanding Narrative (ENGL 395)
- Media & Community/Community Media (CMAT 453)
- Media and Government (GVPP 362)

Major Electives (9 credits)

With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.

You also need to complete the [Professional Attendance requirement](#).

MEDIA DESIGN & PRODUCTION

- Principles of Design (CMAT 357)
- Digital Design (CMAT 358)
- Digital Video (CMAT 369)
- Project Management (CMAT 458)

*and **two** courses from one of the following groups:*

Print Courses

- Print Production (CMAT 359)
- Digital Photography (CMAT 364)
- Magazine Design (CMAT 374)
- Advanced Print Design (CMAT 457)

OR

Electronic Courses

- Digital Photography (CMAT 364)
- Multimedia Design & Production (CMAT 456)
- Advanced Digital Design (CMAT 459)
- Advanced Audio Video Production (CMAT 469)

Major Electives (9 credits)

With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.

You also need to complete the [Professional Attendance](#) and [Computer Graphics Competency](#) requirements.

PUBLIC RELATIONS

- Principles of Design (CMAT 357)
- Digital Design (CMAT 358)
- Public Relations Strategies (CMAT 391)
- Project Management (CMAT 458)
- Public Relations Writing (WRIT 331)

and one of the following:

- Marketing Management (MKTG 301)
- Marketing Communications and Digital Media (MKTG 415)
- Personal Selling (MKTG 430)
- Internet and Business (INSS 401)

Major Electives (9 credits)

With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.

You also need to complete the [Professional Attendance](#) and [Computer Graphics Competency](#) requirements.

General Electives

- First Year Seminar: Introduction to University Learning (IDIS 101)
freshmen only; transfer students replace this with a different elective

Complete as many courses as necessary from any discipline to fulfill your 120-credit requirement to graduate.

Information Literacy Requirement

Meet the UB Information Literacy graduation requirement by successfully completing one of the following:

- Introduction to Information Literacy (INFO 110)
- Research Methods in Digital Communication (CMAT 353)

Computer Graphics Competency Requirement

Complete CMAT 211: Computer Graphics: Publishing and CMAT 212: Computer Graphics: Imaging or satisfy this requirement through approved transfer credit or the competency examination.

Professional Attendance Requirement

[Learn more](#) about this requirement, which must be completed by the time you graduate. Check out the many [film, video and digital workshops](#) from Creative Alliance, any of which count toward your participation requirement.