

Interactive Media Curriculum 2020-21

College Core

EMC 1020 - American Media and Social Institutions	3
EMC 3060 or JOUR 2710	3
EMC 4250 - Mass Media Law	3
Subtotal	9

Media Arts Core

NEW EMC 1010 – Introduction to Media Arts	1
NEW EMC 3001 – Success in Media Arts	1
Subtotal	2

Interactive Media Requirements

VCOM 2950 Visual Communication Applications	3
VFP 1060 – Basic Video Production	3
IAM 2500 Survey of Interactive Media Communication	3
IAM 3065 Audiences and Messaging	3
IAM 3070 Introduction to Social Media Practices	3
IAM 3210 Interactive Media Applications	3
IAM 3610 Fundamentals of Game Theory & Design	3
EMC 4000 Media Internship 1 to 3 credit hours (3 hours required)	3
IAM 4450 Understanding Digital Analytics	3
IAM 4460 Interactive Media Capstone	3
IAM 4800 Seminar in Media Issues or IAM 4950 Advanced Seminar – Interactive Media	3
Approved Upper Division Electives - Choose two: <ul style="list-style-type: none"> • IAM 3250 Gender & Representation in Interactive Media • IAM 3560 Order, Disorder, and Change in Digital Societies • IAM 3850 Online Strategy and Search Engine Optimization • IAM 3950 Content Strategy and Management • IAM 4350 User Experience Fundamentals 	6
Management/Marketing/Entrepreneurship Auxiliary Requirement Choose one: <ul style="list-style-type: none"> • ENTR 2900 Entrepreneurship • MGMT 3610 Principles of Management • MKT 3820 Principles of Marketing 	3
Subtotal	41

Total	52
--------------	-----------