

2025-26 BA (HONS) COMMUNICATION AND DIGITAL MEDIA STUDIES

COMPREHENSIVE

Bachelor of Arts (BA) General Requirements

- Complete 120 credit hours (40 courses) with a minimum 2.0 cumulative GPA
- Complete all degree requirements as outlined in the [Academic Calendar](#) and the program map below, including specific year-level limits and requirements.

Key Progression Courses

You are strongly encouraged to complete courses in the order they are listed in this program map. Failure to do so can lead to delays in graduation. Key progression courses for this program include:

Year One: COMM 1100U, COMM 1420U, COMM 2311U

Elective Definitions

COMM Elective – A full list can be found below. Not all COMM electives are offered every year.

FSSH Elective – Any non-required course with subject code ALSU, CRMN, FPSY, INDG, LBAT, LGLS, POSC, PSYC or SOCI, SSCI, SUST.

General Elective – Any course that is not mandatory in your program map, and for which you meet any restrictions/requirements.

Program Opportunities

To learn more about program opportunities, including eligible minors and specializations in your program, contact your [Academic Advisor](#).

Co-operative Education and Degree Progression

To obtain the Co-operative Education designation, students in the [co-operative education program](#) must maintain a 2.7 cGPA and successfully complete SSCI 2200C – Professional Skills (zero credit course) in year 2, followed by at least three work terms. With special approval students may take a maximum of one course while on a co-op work term. All students must return to full-time studies prior to graduation. Enrollment in the co-op program will extend your degree completion timeline due to the inclusion of mandatory work terms.

This program map assists you in tracking your degree progression and is designed as a guide to help with course selection and planning. Your Academic Advisor can assist you with reviewing and interpreting your degree requirements. We encourage you to meet with your Advisor at least once during your studies to ensure you are on track to complete your program as expected. It is your responsibility to ensure your familiarity with the degree requirements in the [Academic Calendar](#) and review your transcript to verify the accuracy of this map. To contact your Academic Advisor, please visit academicadvising.ontariotechu.ca.

2025-26 BA (HONS) COMMUNICATION AND DIGITAL MEDIA STUDIES, COMPREHENSIVE PROGRAM MAP

Year 1	COMM 1100U – Introduction to Communication and Digital Media Studies	COMM 1420U – Living Digitally: Social Media, Society & Culture	Two of: CRMN 1000U – Introduction to Criminal Justice LGLS 1000U – Foundations of Legal Studies POSC 1000U – Introduction to Political Science POSC 1200U – Intro to Democracy in Theory & Practice PSYC 1000U – Introductory Psychology		SSCI 1910U – Writing for the Social Sciences
	COMM 1320U – Public Speaking and Multimedia Presentation for Web 3.0	COMM 2311U – The Creative Industries: Ideas, Art, Tech, Money, Power	COMM 3610U – Strategic Communications for Influence: Rhetoric, Persuasion and Propaganda	General Elective	General Elective
Year 2	COMM 2110U – Communication and Digital Media Theory: Keywords	COMM 2210U – Researching Comm and Digital Culture	COMM 2620U - Professional Communication	COMM Elective (from list below)	FSSH Elective (any year level, not COMM)
	COMM 2410U – Social History of Communication and Media Technologies	COMM 3720U - Knowing Your Audience: Audience Studies for Media Professionals and Creators	COMM Elective (from list below)	FSSH Elective (any year level, not COMM)	General Elective
Year 3	COMM 3110U – Communication Ethics: Making Media for the Social Good	COMM Elective (from list below)	COMM Elective (from list below)	COMM Elective (from list below)	FSSH Elective (any year level, not COMM)
	COMM 2411U - Governing Communication and Creativity: Policy for an era of Digital Disruption	COMM Elective (from list below)	COMM Elective (from list below)	COMM Elective (from list below)	FSSH Elective (2000-level or above, not COMM)
Year 4	COMM Elective (from list below)	COMM Elective (from list below)	COMM Elective (from list below)	COMM Elective (from list below)	FSSH Elective (2000-level or above, not COMM)
	COMM 4130U – Capstone Creator Project	COMM Elective (from list below)	COMM Elective (from list below)	COMM Elective (from list below)	FSSH Elective (2000-level or above, not COMM)
COMM Electives:			COMM 4120U – AI, Ethics and Communication		
COMM 2220U – The Media, Creativity and Culture in Canada			COMM 4140U – Ways of Seeing: Immersive Communication and AI		
COMM 2240U – Television			COMM 4210U – Special Topics in Communication and Digital Media Studies		
COMM 2270U – Entertainment Goes Global: from Hollywood to the World			COMM 4261U – Online Creator-Entrepreneurs: YouTubers, Influencers, and Streamers		
COMM 2530U – Advertising as Social Communication			COMM 4420U – Political Communication, Digital Media and Democracy		
COMM 3250U – Pop Culture and Entertainment			COMM 4510U – Public Relations: Social Power, Social Media Platforms, and Social Responsibility		
COMM 3310U – Communication for Social Change, Community, Development			COMM 4530U – Media Activism and Protest Cultures		
COMM 3350U – Environmental Comm: Media and Tech for Sustainability			COMM 4610U – The Struggle is Real: Transformation for Communication, Conflict, and Peace		
COMM 3410U – Designing Hits: Storytelling in the Digital Age			COMM 4710U – Global Media, the Internet and International Relations		
COMM 3510U – Work in the Creative and Tech Industries			LBAT 2413U – Science Communication: Media for creative, fun, and effective STEM communication		
COMM 3710U – Media, Identity and Intercultural Communication					
COMM 3740U – Video Games, Media and Culture					
COMM 3751U – Media, War and Conflict					

**2025-26 BA (Hons) COMMUNICATION AND DIGITAL MEDIA STUDIES,
CREATIVITY AND DIGITAL ARTS AND ENTERTAINMENT INDUSTRY SPECIALIZATION PROGRAM MAP**

Year 1	COMM 1100U – Introduction to Communication and Digital Media Studies	COMM 1420U – Living Digitally: Social Media, Society & Culture	Two of: CRMN 1000U – Introduction to Criminal Justice LGLS 1000U – Foundations of Legal Studies POSC 1000U – Introduction to Political Science POSC 1200U – Intro to Democracy in Theory & Practice PSYC 1000U – Introductory Psychology		SSCI 1910U – Writing for the Social Sciences
	COMM 1320U – Public Speaking and Multimedia Presentation for Web 3.0	COMM 2311U – The Creative Industries: Ideas, Art, Tech, Money, Power	COMM 3610U – Strategic Communications for Influence: Rhetoric, Persuasion and Propaganda	General Elective	General Elective
Year 2	COMM 2110U – Communication and Digital Media Theory: Keywords	COMM 2210U – Researching Communication and Digital Culture	COMM 2620U - Professional Communication	COMM 4261U – Online Creator-Entrepreneurs: Youtubers, Influencers and Streamers	COMM Specialization Elective (see list below)
	COMM 2410U – Social History of Communication and Media Technologies	COMM 3720U - Knowing Your Audience: Audience Studies for Media Professionals and Creators	COMM 2220U – The Media, Creativity and Culture in Canada	COMM 3410U – Designing Hits: Storytelling in the Digital Age	General Elective
Year 3	COMM 3110U – Communication Ethics: Making Media for the Social Good	COMM 2270U Entertainment Goes Global	COMM 3740U – Video Games, Media and Culture	COMM 4140U – Ways of Seeing: Visual Communication Arts and New Media	COMM Specialization Elective (see list below)
	COMM 2411U - Governing Communication and Creativity: Policy for an era of Digital Disruption	COMM 2240U – Television	COMM 3250U – Pop Culture and Entertainment	COMM 3510U Work in the Creative and Tech Industries	FSSH Elective
Year 4	COMM Specialization Elective (see list below)	COMM Specialization Elective (see list below)	COMM Specialization Elective (see list below)	FSSH Elective (2000 level or higher)	FSSH Elective
	COMM 4130U – Capstone Creator Project	COMM Specialization Elective (see list below)	FSSH Elective (2000 level or higher)	FSSH Elective (2000 level or higher)	FSSH Elective

COMM Specialization Electives (Six of):

<p>COMM 2530U – Advertising as Social Communication LBAT 2413U – Science Communication: Media for creative, fun, and effective STEM communication COMM 3310U – Communication for Social Change, Community and Development COMM 3350U – Environmental Communication: Media and Tech for Sustainability COMM 3710U – Media, Identity and Intercultural Communication COMM 4120U – AI, Ethics and Communication</p>	<p>COMM 4210U – Special Topics in Communication and Digital Media Studies COMM 4420U – Political Communication, Digital Media and Democracy COMM 4510U – Public Relations: Social Power, Social Media Platforms, and Social Responsibility COMM 4530U – Media Activism and Protest Cultures COMM 4610U – The Struggle is Real: Transformation for Communication, Conflict, and Peace COMM 4710U – Global Media, the Internet and International Relations COMM 3751U – Media, War and Conflict</p>
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**2025-26 BA (HONS) COMMUNICATION AND DIGITAL MEDIA STUDIES,
STRATEGIC COMMUNICATION, SOCIAL MEDIA AND SOCIETY SPECIALIZATION**

Year 1	COMM 1100U – Introduction to Communication and Digital Media Studies	COMM 1420U – Living Digitally: Social Media, Society & Culture	SSCI 1910U – Writing for the Social Sciences	Two of: CRMN 1000U – Introduction to Criminal Justice LGLS 1000U – Foundations of Legal Studies POSC 1000U – Introduction to Political Science POSC 1200U – Intro to Democracy in Theory & Practice PSYC 1000U – Introductory Psychology	
	COMM 1320U – Public Speaking and Multimedia Presentation for Web 3.0	COMM 2311U – The Creative Industries: Ideas, Art, Tech, Money, Power	COMM 3610U – Strategic Communications for Influence: Rhetoric, Persuasion and Propaganda	General Elective	General Elective
Year 2	COMM 2110U – Communication and Digital Media Theory: Keywords	COMM 2210U – Researching Communication and Digital Culture	COMM 2620U - Professional Communication	General Elective	COMM Specialization Elective (see list below)
	COMM 2410U – Social History of Communication and Media Technologies	COMM 3720U - Knowing Your Audience: Audience Studies for Media Professionals and Creators	COMM 4510U Public Relations: Social Power, Social Media, Social Responsibility	FSSH Elective	COMM Specialization Elective (see list below)
Year 3	COMM 3110U – Communication Ethics: Making Media for the Social Good	COMM 2530U - Advertising as Social Communication	COMM 3710U - Media, Identity and Intercultural Communication	COMM 4420U - Political Communication, Digital Media and Democracy	COMM Specialization Elective (see list below)
	COMM 2411U - Governing Communication and Creativity: Policy for an era of Digital Disruption	COMM 3350U - Environmental Communication Media and Tech for Sustainability	COMM 3310U - Communication for Social Change, Communities and Development	COMM 4710 - Global Media, the Internet and International Relations	COMM Specialization Elective (see list below)
Year 4	FSSH Elective (2000 level or higher)	FSSH Elective (2000 level or higher)	FSSH Elective	FSSH Elective	COMM Specialization Elective (see list below)
	COMM 4130U – Capstone Creator Project	COMM 4610U – The Struggle is Real: Comm. for Transformation, Conflict, and Peace	COMM 4530U Media Activism and Protest Cultures	FSSH Elective (2000 level or higher)	COMM Specialization Elective (see list below)

COMM Specialization Electives (Six of):

<p>COMM 2220U – The Media, Creativity and Culture in Canada COMM 2240U – Television COMM 2270U – Entertainment Goes Global: from Hollywood to the World LBAT 2413U – Science Communication: Media for creative, fun, and effective STEM communication COMM 3250U – Pop Culture and Entertainment COMM 3410U – Designing Hits: Storytelling in the Digital Age COMM 3510U – Work in the Creative and Tech Industries</p>	<p>COMM 3740U – Video Games, Media and Culture COMM 3751U – Media, War and Conflict COMM 4120U – AI, Ethics and Communication COMM 4140U – Ways of Seeing: Immersive Communication and AI COMM 4210U – Special Topics in Communication and Digital Media Studies COMM 4261U – Online Creator-Entrepreneurs: YouTubers, Influencers, and Streamers</p>
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