

24-25 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 [Bachelor of Arts requirements](#) and 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. Although courses are not always listed in the map according to year level, they have been strategically placed to ensure thematic scaffolding and cohesion. Key progression courses for your program include:

Year One: COMM 1100U, COMM 1420U, COMM 1230U, COMM 2311U, COMM 3610U

Year Two: COMM 2110U, COMM 2210U, COMM 2620U, COMM 2410U, COMM 3720U

Year Three: COMM 3110U, COMM 2411U

Year Four: COMM 4130U

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 SSCI.

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](#).

Important Notes

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, and for video tutorials on how to update your program map, please visit academicadvising.ontariotechu.ca.

24-25 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)
Legend		Completed	Fall In-Progress	Winter In-Progress	Spring/Summer In-Progress

COMM Electives:

- COMM 2220 The Media, Creativity and Culture in Canada
- COMM 2240 Television
- COMM 2270U Entertainment Goes Global: From Hollywood to the World
- COMM/LBAT 2413U Science Communication: Media for creative, fun, and effective STEM communication
- COMM 2530 Advertising as Social Communication
- COMM 3250 Pop Culture and Entertainment
- COMM 3310U Communication for Social Change, Communities and Development
- COMM 3350 Environmental Communication Media and Tech for Sustainability
- COMM 3410 Designing Hits: Storytelling in the Digital Age
- COMM 3510 Work in the Creative and Tech Industries
- COMM 3710 Media, Identity and Intercultural Communication
- COMM 3740 Video Games, Media and Culture
- COMM 4120 AI, Ethics and Communication
- COMM 4140 Ways of Seeing: Visual Communication Arts and New Media
- COMM 4210 Special Topics in Communication and Digital Media Studies
- COMM 4261 Online Creator-Entrepreneurs: YouTubers, Influencers and Streamers
- COMM 4420 Political Communication, Digital Media and Democracy
- COMM 4510 Public Relations: Social Power, Social Media, Social Responsibility
- COMM 4520 Media Activism and Protest Cultures
- COMM 4610U The Struggle is Real: Communication for Transformation, Conflict, and Peace
- COMM 4710 Global Media, the Internet and International Relations
- POSC 3751U – Media, War and Conflict

24-25 BA (Hons) Communication and Digital Media Studies

Creativity, Digital Arts and Entertainment Industries Specialization



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Year One: COMM 1100U, COMM 1420U, COMM 1230U, COMM 2311U, COMM 3610U

Year Two: COMM 2110U, COMM 2210U, COMM 2620U, COMM 4261U, COMM 2410U, COMM 3720U, COMM 2200U, COMM 3410U

Year Three: COMM 3110U, COMM 2270U, COMM 3740U, COMM 4140U, COMM 2411U, COMM 2240U, COMM 3250U, COMM 3510U

Year Four: COMM 4130U

Elective Definitions

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24-25 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: Keyworks	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
Legend	Completed	Fall In-Progress	Winter In-Progress	Spring/Summer In-Progress	

COMM Specialization Electives (Six of):

- COMM 3350 Environmental Communication Media and Tech for Sustainability
- COMM 2530 Advertising as Social Communication
- COMM 3710 Media, Identity and Intercultural Communication
- COMM 4120 AI, Ethics and Communication
- COMM 4210 Special Topics in Communication and Digital Media Studies
- COMM 4420 Political Communication, Digital Media and Democracy
- COMM 4510 Public Relations: Social Power, Social Media, Social Responsibility
- COMM 4520 Media Activism and Protest Cultures
- COMM 4610U The Struggle is Real: Communication for Transformation, Conflict, and Peace
- COMM 4710 Global Media, the Internet and International Relations
- LBAT/COMM 2413 Science Communication

24-25 BA (Hons) Communication and Digital Media Studies Strategic Communication, Social Media and Society Specialization



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Year One: COMM 1100U, COMM 1420U, COMM 1230U, COMM 2311U, COMM 3610U

Year Two: COMM 2110U, COMM 2210U, COMM 2620U, COMM 2410U, COMM 3720U, COMM 4510U

Year Three: COMM 3110U, COMM 2530U, COMM 3710U, COMM 4420U, COMM 2411U, COMM 3350U, COMM 3310U, COMM 4710U

Year Four: COMM 4130U, COMM 4610U, COMM 4530U

Elective Definitions

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Program Opportunities

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24-25 BA (Hons) Communication and Digital Media Studies
– Strategic Communication, Social Media and Society Specialization Program Map

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: Keyworks	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):

- COMM 2220 The Media, Creativity and Culture in Canada
- COMM 2240 Television
- COMM 2270U Entertainment Goes Global: From Hollywood to the World
- COMM/LBAT 2413U Science Communication: Media for creative, fun, and effective STEM communication
- COMM 2530 Advertising as Social Communication
- COMM 3250 Pop Culture and Entertainment
- COMM 3410 Designing Hits: Storytelling in the Digital Age
- COMM 3510 Work in the Creative and Tech Industries
- COMM 3740 Video Games, Media and Culture
- COMM 4120 AI, Ethics and Communication
- COMM 4140U – Ways of Seeing: Visual Communication Arts and New Media
- COMM 4210 Special Topics in Communication and Digital Media Studies
- COMM 4261 Online Creator-Entrepreneurs: YouTubers, Influencers and Streamers
- POSC 3751U – Media, War and Conflict