

# BA COMMUNICATION AND DIGITAL MEDIA STUDIES

## Comprehensive -Advanced Entry

### Bachelor of Arts BA (Honours) Requirements

To graduate with your BA Honours from the Faculty of Social Science and Humanities (FSSH) the following criteria must be met:

- Successfully complete 120 credit hours (this includes transfer credit hours)
- Achieve a minimum 2.0 cumulative GPA
- Complete all major requirements as outlined for your major (as per the [academic calendar](#) and program map below)

**Transfer Credits:** Advanced Entry students receive specific transfer credits. To avoid duplication, please view your transfer credits on your [MyOntarioTech](#) unofficial transcript (under Student Records) before choosing your elective courses.

**Key Progression Courses:** We strongly encourage students to complete courses in the order/year they are listed in the program map, where possible. Although courses are not always listed in the map according to year level, they have been strategically placed to ensure thematic scaffolding and cohesion.

**Experiential Learning:** Students with fourth year standing and a cumulative GPA of 3.0 or higher are eligible to participate in a semester-long work experience through a practicum (SSCI 4098U) or internship (SSCI 4103U). Pre-placement requirements will begin in the winter of third year, please refer to the [FSSH Experiential Learning Office](#) for more information.

### Elective Definitions:

**FSSH Elective** – any non-required course offered by FSSH, with subject code CRMN, FPSY, INDG, LBAT, LGLS, POSC, PSYC and SSCI.

**COMM Elective:** A full list can be found below. Note – not all courses will be offered every year.

### Important Notes:

This program map helps you to track your degree progression during your studies at Ontario Tech and can be used as your guide for course selection and planning. Your Academic Advisor can assist you with reviewing and interpreting your degree requirements, we encourage you to meet with your Academic Advisor at least once throughout your studies to ensure you are on track to complete your program as expected. Please ensure your familiarity with the degree requirements in the Academic Calendar and review your transcript to verify accuracy.

**Scan this QR code for more information, and to contact your academic advisor!**



## 2023-24 BA Communication and Digital Media Studies Advanced Entry

Year 3	COMM 1100U – Introduction to Communication and Digital Media Studies	COMM 1420U – Living Digitally: Social Media, Culture and Society	COMM 2110U – Communication and Digital Media Theory: Keywords	COMM 2210U – Researching Communication and Digital Culture	FSSH Elective (2000 level or higher) *
	COMM 2311U - The Creative Industries: Ideas, Art, Tech, Money, Power	COMM 2410U Social History of Communication and Media Technologies	COMM2411U - Governing Communication and Creativity: Policy for an era of Digital Disruption	COMM 3610U – Strategic Communications for Influence: Rhetoric, Persuasion and Propaganda	FSSH Elective (2000 level or higher) *
Year 4	COMM 3110U – Communication Ethics: Making Media for the Social Good	COMM 3720U Knowing Your Audience: Audience Studies for Media Professionals and Creators	COMM Elective	COMM Elective	COMM Elective
	COMM 4130U - Capstone Creator Project	COMM Elective	COMM Elective	COMM Elective	COMM Elective

### **COMM Elective Options (not offered every year):**

COMM 2220U The Media, Creativity and Culture in Canada  
 COMM 2240U Television  
 COMM 2270U Entertainment Goes Global: From Hollywood to the World  
 COMM 2530U Advertising as Social Communication  
 COMM 3250U Pop Culture and Entertainment  
 COMM 3310U Communication for Social Change, Communities and Development  
 COMM 3350U Environmental Communication Media and Tech for Sustainability  
 COMM 3410U Designing Hits: Storytelling in the Digital Age  
 COMM 3510U Work in the Creative and Tech Industries  
 COMM 3710U Media, Identity and Intercultural Communication  
 COMM 3740U Video Games, Media and Culture  
 COMM 4120U AI, Ethics and Communication  
 COMM 4140U Ways of Seeing: Visual Communication Arts and New Media

COMM 4210U Special Topics in Communication and Digital Media Studies  
 COMM 4261U Online Creator-Entrepreneurs: YouTubers, Influencers and Streamers  
 COMM 4420U Political Communication, Digital Media and Democracy  
 COMM 4510U Public Relations: Social Power, Social Media, Social Responsibility  
 COMM 4520U Media Activism and Protest Cultures  
 COMM 4610U The Struggle is Real: Communication for Transformation, Conflict, and Peace  
 COMM 4710U Global Media, the Internet and International Relations  
 LBAT/COMM 2413U Science Communication: Media for creative, fun, and effective STEM communication  
 POSC 3751U – Media, War and Conflict