

# BA COMMUNICATION AND DIGITAL MEDIA STUDIES

## Comprehensive

### 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
- 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)
- Complete at least 36 credit hours (12 courses) at the senior level (3000 or 4000 level)
- Complete no more than 42 credit hours (14 courses) at the 1000-level
- Complete at least 18 credit hours (6 courses) outside of your major, 9 credit hours of which are not at the 1000 level.

**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. Key progression courses for your program include:

Year 1: COMM 1100U, COMM 1420, COMM 1320, COMM 2311, COMM 3610  
 Year 2 COMM 2110U, COMM 2210U, COMM 2620U, COMM 2410U, COMM 3720U  
 Year 3 COMM 3110U, COMM 2411U  
 Year 4 COMM 4130 (winter only)

### Elective Definitions:

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**General Elective:** any course that is not mandatory for your program to which you have the prerequisites and meet any restrictions on that course – courses from inside or outside FSSH can satisfy this requirement.

**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

|               |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                          |                                               |
|---------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----------------------------------------------|
| <b>Year 1</b> | COMM 1100U – Introduction to Communication and Digital Media Studies                         | COMM 1420U – Living Digitally: Social Media, Society & Culture                            | Two of:<br>CRMN 1000U – Introduction to Criminal Justice<br>LGLS 1000U – Foundations of Legal Studies<br>POSC 1000U – Introduction to Political Science<br>POSC 1200U – Introduction to Democracy in Theory & Practice<br>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                              |
| <b>Year 2</b> | COMM 2110U – Communication and Digital Media Theory: Keyworks                                | COMM 2210U – Researching Communication 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                              |
| <b>Year 3</b> | 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) |
| <b>Year 4</b> | 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) |

|                             |                          |                                 |                                   |                                          |
|-----------------------------|--------------------------|---------------------------------|-----------------------------------|------------------------------------------|
| <b>Course Status Legend</b> | <b>Completed Courses</b> | <b>Fall In-Progress Courses</b> | <b>Winter In-Progress Courses</b> | <b>Spring/Summer In-Progress Courses</b> |
|-----------------------------|--------------------------|---------------------------------|-----------------------------------|------------------------------------------|

|                         |  |           |
|-------------------------|--|-----------|
| Student Name & ID:      |  | Comments: |
| Credit hours completed: |  |           |
| Advisor:                |  |           |
| Date:                   |  |           |
| Updated by and Date:    |  |           |

**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

# BA COMMUNICATION AND DIGITAL MEDIA STUDIES

## Creativity, Digital Arts and Entertainment Industries Specialization

### 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:

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Year 1 COMM 1100U, COMM 1420, COMM 1320, COMM 2311, COMM 3610

Year 2 COMM 2110U, COMM 2210U, COMM 2620U, COMM 4261U, COMM 2410U, COMM 3720U, COMM 2200U, COMM 3410U

Year 3 COMM 3110U, COMM 2270U, COMM 3740U, COMM 4140U, COMM 2411U, COMM 2240U, COMM 3250U, COMM 3510U

Year 4 COMM 4130 (Winter only)

### Elective Definitions:

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**COMM Specialization 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.

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## 2023-24 BA Communication and Digital Media Studies Creativity, Digital Arts and Entertainment Industries Specialization

|                             |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |
|-----------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------|-----------------------------------|--|------------------------------------------|--|
| <b>Year 1</b>               | COMM 1100U – Introduction to Communication and Digital Media Studies                         | COMM 1420U – Living Digitally: Social Media, Society & Culture                            | Two of:<br>CRMN 1000U – Introduction to Criminal Justice<br>LGLS 1000U – Foundations of Legal Studies<br>POSC 1000U – Introduction to Political Science<br>POSC 1200U – Introduction to Democracy in Theory & Practice<br>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                              |                                   |  |                                          |  |
| <b>Year 2</b>               | 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                              |                                   |  |                                          |  |
| <b>Year 3</b>               | 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                                 |                                   |  |                                          |  |
| <b>Year 4</b>               | 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                                 |                                   |  |                                          |  |
| <b>Course Status Legend</b> |                                                                                              | <b>Completed Courses</b>                                                                  |                                                                                                                                                                                                                                                                | <b>Fall In-Progress Courses</b>                                                 |                                               | <b>Winter In-Progress Courses</b> |  | <b>Spring/Summer In-Progress Courses</b> |  |
| Student Name & ID:          |                                                                                              | Comments:                                                                                 |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |
| Credit hours completed:     |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |
| Advisor:                    |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |
| Date:                       |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |
| Updated by and Date:        |                                                                                              |                                                                                           |                                                                                                                                                                                                                                                                |                                                                                 |                                               |                                   |  |                                          |  |

**2023-24 BA Communication and Digital Media Studies**  
Creativity, Digital Arts and Entertainment Industries Specialization

**COMM Specialization Elective: Creativity, Digital Arts and Entertainment Industries**

**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

# BA COMMUNICATION AND DIGITAL MEDIA STUDIES

## Strategic Communication, Social Media and Society Specialization

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Year 2 COMM 2110U, COMM 2210U, COMM 2620U, COMM 2410U, COMM 3720U, COMM 4510U

Year 3 COMM 3110U, COMM 2530U, COMM 3710U, COMM 4420U, COMM 2411U, COMM 3350U, COMM 3310U, COMM 4710U

Year 4 COMM 4130U (winter only), COMM 4610U, COMM 4530U

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### Strategic Communication, Social Media and Society Specialization

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| <b>Year 2</b>               | 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) |
| <b>Year 3</b>               | 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) |
| <b>Year 4</b>               | 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: Communication for Transformation, Conflict, and Peace  | COMM 4530U Media Activism and Protest Cultures                                           | FSSH Elective (2000 level or higher)                                                                                                                                                                                                                           | COMM Specialization Elective (see list below) |
| <b>Course Status Legend</b> |                                                                                              | <b>Completed Courses</b>                                                                  | <b>Fall In-Progress Courses</b>                                                          | <b>Winter In-Progress Courses</b>                                                                                                                                                                                                                              | <b>Spring/Summer In-Progress Courses</b>      |

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| Advisor:                |  |           |
| Date:                   |  |           |
| Updated by and Date:    |  |           |



**COMM Specialization Elective: Strategic Communication, Social Media and Society**

**Six of:**

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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

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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