

Program Requirements



Complete ONE introductory certificate:	Social Media Marketing (Ensign College)		
	Graphic Design Fundamentals (BYU-Idaho)		
Complete TWO advanced certificates:	Communication Fundamentals		
	Communication Core		
Complete additional required courses:	ENS 497	Disciple Leadership Capstone	1.5
	COMM 497	Communication Capstone	1.5

COMPLETE ALL GENERAL EDUCATION AND RELIGIOUS EDUCATION REQUIREMENTS, INCLUDING 30 UPPER-DIVISION CREDITS (300 OR 400 LEVEL COURSES), AT LEAST 25% OF CREDITS TAKEN IN RESIDENCY, AND A MINIMUM CUMULATIVE GRADE POINT AVERAGE OF 2.0.

Heavy Computing: Laptop required with the ability to run more demanding apps.

Recommended Degree Plan Example

We recommend taking courses in the order listed below so you can finish your bachelor’s degree in three and a half years (20 blocks). You can take 1–4 courses each block based on your availability. You will need to add the courses for your introductory certificate (see end of document).

Advanced Path Additional Requirements

If you skip PathwayConnect, you can start on the next page. However, you must make up those credits by completing GE 103: Online University Skills (1 credit) and additional elective courses (6 credits).

BLOCK ORDER	COURSE CODE	COURSE NAME	CREDITS
1	PC 101	Life Skills	3
	REL 250A	Jesus Christ & His Everlasting Gospel	1
2	PC 102	Professional Skills	3
	REL 250B	Jesus Christ & His Everlasting Gospel	1
3	PC 103	University Skills	1
		[Add First Introductory Certificate Course]	3

PathwayConnect Completed			
4		Introductory Certificate Course (see below)	#
	REL275A	Teachings and Doctrine of the Book of Mormon	1
5		Introductory Certificate Course (see below)	#
	REL275B	Teachings and Doctrine of the Book of Mormon	1
6		Introductory Certificate Course (see below)	#
		Introductory Certificate Course (see below)	#
7	DCC 180	Fundamentals of Content Creation	3
	GS170	Career Development	1
	REL 225A	Foundations of the Restoration	1
Introductory Certificate Completed			
8	COMM 210	Mass Communication and Society	3
	BAP 115	Excel and Introduction to Technology- General Education Course	1
	REL 225B	Foundations of the Restoration	1
9	COMM 310	Writing for Communication Careers	3
	ENG 101	Introduction to College Writing- General Education Course	3
10	MAT 107	Quantitative Analysis and Personal Finance- General Education Course	3
	REL 200A	The Eternal Family	1
11	COMM 320	Public Speaking	3
	COMM 122	Interpersonal Communications- General Education Course	3
12	COMM 330	Digital Communication	3
	REL 200B	The Eternal Family	1
13	ENG 201	Intermediate College Writing- General Education Course	3
	CAR 398	Internship- General Education Course	1
Communication Fundamentals Certificate (Ensign College) Completed			
Professionalism Certificate (Ensign College) Completed			
Communication Associate Degree (Ensign College) Completed			
14	COMM 350	Communication Research Methods	3
	REL 290A	The Divine Gift of Forgiveness	1
15	COMM 360	Conflict Management	3
	REL 290B	The Divine Gift of Forgiveness	1
16	COMM 370	Media Law and Ethics	3
	REL 333A	Teachings of the Living Prophets	1

17	HIST 175	History of Technology in the United States- General Education Course	3
	LS 303	Knowledge of the Physical and Natural World- General Education Course	3
18	COMM 380	Communication Project Management	3
	REL 333B	Teachings of the Living Prophets	1
19	COMM 390	Intercultural Communications	3
	REL 280A	Answering My Gospel Questions	1
20	ENS 497	Disciple Leadership Capstone- General Education Course	1.5
	COMM 497	Communication Capstone- General Education Course	1.5
	REL 280B	Answering My Gospel Questions	1
		Complete additional elective courses offered at Ensign College to earn a minimum of 90+ credits	

Communication Core Certificate (Ensign College) Completed

Communication (Three Year) Bachelor's Degree (Ensign College) Completed

Graduation Requirements:

- Complete all General Education and Religious Education requirements
- Complete 30 upper-division credits (300 to 400 level courses)
- Complete at least 25% of credits in residency (taken directly from the awarding institution)
- Earn a minimum cumulative grade point average of 2.0
- Complete additional elective credits to meet the 90-credit graduation requirement

Introductory Certificate Options

Social Media Marketing (Ensign College)			
BLOCK ORDER	COURSE CODE	COURSE NAME	CREDITS
	DMPC 105 or DM 105	Introduction to Digital Marketing	3
	DM 120	Digital Marketing Strategy	3
	DM 150	Digital Marketing Analytics	3
	DM 160	Digital Marketing Advertising	3
	SMM 130	Social Media Marketing Content	3
Graphic Design Fundamentals (BYU-Idaho)			
BLOCK ORDER	COURSE CODE	COURSE NAME	CREDITS

	ARTPC 125 or ART 105	Adobe CC Basics	3
	ART 130	Intro to Graphic Design	3
	ART 230	Typography I	3
	ART 235	Graphic Design	3
	SMM 130	Social Media Marketing Content	3