

## Program Requirements



<b>Complete ONE introductory certificate:</b>	Social Media Marketing (Ensign College)		
	Graphic Design Fundamentals (BYU-Idaho)		
<b>Complete TWO advanced certificates:</b>	Communication Fundamentals		
	Communication Core		
<b>Complete additional required courses:</b>	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).*

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
<b>PathwayConnect Completed</b>			
4	REL275A	Introductory Certificate Course (see below) Teachings and Doctrine of the Book of Mormon	# 1

5	REL275B	Introductory Certificate Course (see below) Teachings and Doctrine of the Book of Mormon	# 1
6		Introductory Certificate Course (see below) Introductory Certificate Course (see below)	# #

**Introductory Certificate Completed**

7	DCC 180	Fundamentals of Content Creation	3
	GS 170	Career Development	1
	REL 225A	Foundations of the Restoration	1
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
	COMM 370	Media Law and Ethics	3

16	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**

<b>Social Media Marketing (Ensign College)</b>			
<b>BLOCK ORDER</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDITS</b>
	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