

STRATEGIC MEDIA (PH.D.)

Important: This degree plan is effective for those starting this degree program in fall 2021 through summer 2022. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Advanced Core Courses		
DIGI 700	Digital & Strategic Communication Orientation I ¹	3
DIGI 705	Digital & Strategic Communication Orientation II	3
DIGI 715		
DIGI 830	Seminar: Design, Technology, and Visualization	3
DIGI 850	Interactive Strategic Media	3
Total Hours		12

¹ DIGI 700 Digital & Strategic Communication Orientation I (3 c.h.) is required of all entering doctoral students, and is a prerequisite for all remaining courses

Code	Title	Hours
Research Courses		
BUSI 815	Qualitative Research Methods	3
DIGI 710	Digital & Strategic Communication Audience Measurement	3
DIGI 720	Social, Mobile, & Online Media Analytics	3
DIGI 760		
DIGI 880	Research Concepts	3
Total Hours		12

Code	Title	Hours
Professional Application Courses		
DIGI 825	Seminar: From Digital Analytics to Communication Action	3
DIGI 835	Current Topics in Content Communication	3
DIGI 845	Visualization & Social Media Strategy	3
STCO 622	Organizational Communication Theory and Practice	3
STCO 638	Video Storytelling	3
Total Hours		15

Code	Title	Hours
Dissertation and Practicum Courses		
COMS 987	Dissertation I	5
COMS 988	Dissertation II	5
COMS 989	Dissertation III	5
COMS 990	Dissertation Defense	0
Total Hours		15

All applicable prerequisites must be met

Graduation Requirements

- Complete 60 hours
- A maximum of 50% of a post-graduate and doctoral degree may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No grades lower than a B- may be applied to the degree
- Degree must be completed within 7 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format