Digital Media Major

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Communication in today's world goes far beyond the traditional hard copy documents or in-person presentations. The last few years have seen a tremendous growth in other forms of digital communication to facilitate increases in distance learning, remote working, online collaboration, etc. Graduates in today's digital world need to understand and be able to effectively communicate using various digital media platforms. This interdisciplinary major will provide students with knowledge, skills, and techniques for effectively managing the digital assets and media platforms of an organization to achieve specific goals, facilitate effective communication, establish a common theme and appearance, and meet specific informational or persuasive goals in order to reach a target audience to inform, persuade, or gain competitive advantage.

Combining courses in the disciplines of business, marketing, English, journalism, and computing technology, this major presents a set of core courses that provide foundational understanding of digital media. Students will then complete the major by choosing courses from a list of upper-level of electives which provide them opportunity to explore each of these disciplines in more depth. By selecting elective courses from discipline specific options, students may earn a concentration in either Writing, Editing, and Design; Digital Marketing; or Digital Content Production. Concentrations within the major are noted on the student's college transcript. Majors must earn a grade of C- or better in all major courses.

This major will serve students who are interested in web design, digital media, digital marketing, technical and web writing, digital journalism, digital content production, and digital content management. It will also serve students in other majors who desire to learn more about digital media or who desire to become a media specialist within their own academic discipline.

Students who complete the Digital Media major are prepared to enter a variety of career paths in business, marketing, communications, media, web management, technical writing, content design, and computing in business, non-profit, and industry organizations. Courses in this major will also support students in other majors or academic disciplines in which digital communication is utilized. Students will also be prepared for a variety of graduate programs in the business, computing, or media disciplines.

ACADEMIC REQUIREMENTS SUMMARY SHEET **ACADEMIC YEAR 2024-2025**

Major: DIGITAL MEDIA MAJOR

Student's Last Name First Name Middle Initial

Advisor Date Major Declared

Course Code	Title	Hours	Semester	Grade
Core Required Courses				
DIG 210	Introduction to Digital Media	3		
DIG 220	Graphic Design	3		
DIG 240	Media Design and Human Behavior	3		
DIG 250	Web Page Design	3		
DIG 340	Social Media and Marketing	3		
DIG 470	Digital Media Capstone I	3		
DIG 480	Digital Media Capstone II			
ENG/JMP 265	Technical and Web Writing			
Choose one CBR course				
CBR 110	Introduction to Cybersecurity	3		
CBR 220	Information Security	3		
	Total Required Course Hours	**27**		
No Concentration To complete a Digital Media major with no concentration, 15 required elective credit hours selected from approved courses in any of the concentration areas below in addition to the 27 hours of required courses.				
	Total Hours for Major	**42**		
Concentration in Writing, Editing, and Design To complete a Digital Media major with a concentration in Writing, Editing, and Design, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses.				
Choose courses from the following list (15 hours)				

Course Code	Title	Hours	Semester	Grade
ENG 248	Foundational Myths and Rebellious Stories	3		
ENG 270	Expository Writing	3		
ENG 275	Introduction to Creative Writing	3		
ENG 355	Gothic Lit	3		
ENG 376	Creative Non-fiction	3		
ENG/JMP 220	Janus and the World of Publishing	3		
ENG/JMP 260	Introduction to Journalism	3		
ENG/JMP 355	Message and the Media	3		
ENG/JMP 380	Introduction to Digital Humanities	3		
	Total Hours for Major	**42**		
Concentration in Digital Marketing To complete a Digital Media major with a concentration in Digital Marketing, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses.				
Choose courses from the following list (15 hours)				
BUS 250	Principles of Marketing	3		
BUS 330	Advertising and Brand Management	3		
BUS 334	Consumer Behavior	3		
BUS 345	Digital Marketing	3		
MAT 114	Elementary Statistics	3		
	Total Hours for Major	**42**		
Concentration in Digital Content Production To complete a Digital Media major with a concentration in Digital Content Production, 15 required elective credit hours selected from approved courses in this concentration in addition to the 27 hours of required courses.				
Choose courses from the following list (15 hours)				
CSA 351	Project Management	3		
DIG 310	Digital Photography	3		
DIG 330	Audio Production	3		
DIG 320	Video Production	3		
DIG 350	Web Development II	3		
DIG 360	Search Engine Optimization	3		
	Total Hours for Major	**42**		

If any substitutions or waivers of requirements are allowed, please list below and initial.

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Advisor Signature

Department Chair Signature