



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.

You can find the course descriptions for all courses required for this major by clicking on the following links:

- [Business Courses](#)
- [Computer Systems Analysis Course Descriptions](#)
- [Computing and Digital Technology Course Descriptions](#)
- [Cybersecurity Course Descriptions](#)
- [Digital Media Course Descriptions](#)
- [Economics Courses](#)
- [English Course Descriptions](#)
- [Journalism Course Descriptions](#)
- [Marketing Course Descriptions](#)

Major: **DIGITAL MEDIA MAJOR**

Student's Last Name

First Name

Middle Initial

Advisor

Date Major Declared

Course #	Title of Course	Hours Required	Semester Completed	Grade
Core Required Courses:				
CBR 220	Information Security	3		
DIG 2xx	Introduction to Digital Media	3		
DIG 2xx	Graphic Design	3		
DIG 2xx	Media Design and Human Behavior	3		
DIG 250	Web Page Design	3		
DIG 3xx	Social Media and Marketing	3		
DIG 470	Digital Media Capstone I	3		
DIG 480	Digital Media Capstone II	3		
ENG/JMP 265	Technical and Web Writing	3		
	Total Required Courses	27		
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.				
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	Total Required Elective Hours	15 hours		
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.				
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 Required Elective Hours in the Concentration	15 hours		
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.				
BUS 250	Principles of Marketing	3		
BUS 3xx	Digital Marketing	3		
BUS 330	Promotional Management	3		
BUS 334	Consumer Behavior	3		
ECN 355	Research Methods for Business/Social Science Applications	3		
	Total Required Elective Hours in the Concentration	15 hours		
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.				
CSA 351	Project Management	3		
DIG 3xx	Digital Photography	3		
DIG 3xx	Audio Production	3		
DIG 3xx	Video Production	3		
DIG 3xx	Web Development II	3		
DIG 3xx	Search Engine Optimization	3		
	Total Required Elective Hours in the Concentration	15 hours		
	Total Hours Required for the Major	42 hours		