DIGITAL MEDIA MAJOR

Concentrations
Writing, Editing & Design
Digital Marketing
Digital Content Production
No Concentration

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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. Students will learn 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.

DIGITAL MEDIA LEARNING OBJECTIVES

Students graduating with a major in Digital Media will be able to:

- develop creativity, artistic, and aesthetic skills necessary to design effective web and other media sites.
- develop technical skills for building and maintaining media sites and preparing digital content.
- demonstrate skills in managing a real-world web design, media, and software development projects following proven project management and media design techniques.
- improve skills in professional communication, including written, verbal, and interpersonal, following industry standards for technical writing, internal documentation, and external documentation for various types of media.
- develop skills necessary for lifelong learning in the discipline.

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 hrs**		
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 hrs**		
To complete a Digital Media major with a concentration, see the required courses on the next page.				

Please indicate which concentration:

☐ No Concentration   ☐ Writing, Editing & Design   ☐ Digital Marketing   ☐ Digital Content Production

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

Advisor Signature: _____   Department Chair Signature: _____

Course #	Title of Course	Hours Required	Semester Completed	Grade
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 hrs**		
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 330	Advertising and Brand Management	3		
BUS 334	Consumer Behavior	3		
BUS 345	Digital Marketing	3		
MAT 114	Statistics	3		
	Total Required Elective Hours in the Concentration	**15 hrs**		
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 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 Required Elective Hours in the Concentration	**15 hrs**		
	TOTAL HOURS FOR MAJOR	**42 hrs**		