

## Digital Media

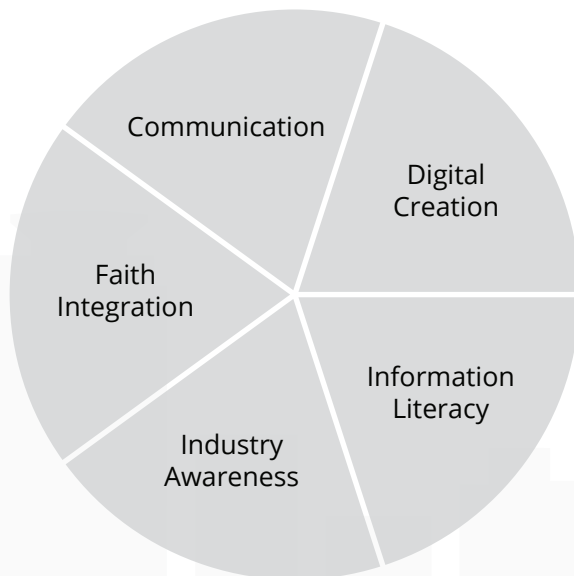
Aiming for a career in the digital marketplace? The Digital Media major will equip students with digital creation and design abilities in a variety of formats including video, photography, and graphic design.

Learn not only how to create, but also how to promote content by building social media, business, writing, and web development skills.

Jobs that you can get with a Digital Media degree

- » Media/web Producer
- » Creative Arts Pastor
- » Brand Manager
- » Social Media Coordinator
- » Film and Video Editor
- » Graphic Designer
- » Licensing Coordinator
- » Marketing Communications Specialist
- » Church Media Director
- » Production Assistant
- » Media Planning Assistant
- » Associate Producer
- » Event Marketing
- » Coordinator of Creative Services
- » Publicity Assistant
- » Communications Planner
- » Media Relations

Become a well-rounded employee



# Bachelors of Science in Digital Media Online Traditional Track

## General Education and Christian Studies Core – 49 Credit Hours

### Christian Studies - 18 Credit Hours

Old Testament History and Literature – BIBL 126 (3 credits)  
New Testament History and Literature – BIBL 127 (3)  
Reading and Interpreting Scripture – BIBL 220 (3)  
God and the Gospel – THEO 210 (3)  
God and Religion – WTHE 220 (3) or God and Humanity – WTHE 230 (3)  
Select any BIBL, THEO, or WTHE elective (3)

### English – 6 Credit Hours

Rhetoric and Research – ENG 124 (3)  
Select any ENG elective – ENG \*\*\* (3) – 200 level or above

### Social and Behavioral Sciences (Select any 2 courses) - 6 Credit Hours

General Psychology – PSYC 125 (3)  
Introduction to Sociology – PSYC 126 (3)  
Cultural Anthropology – ICS 112 (3)

### Mathematics and Science – 6 Credit Hours

\*Select 1 Math course and 1 Science course:  
Applied Math and Personal Finance – MATH 110 (3)  
Applied Math and Personal Finance – MATH 110 (3)  
Liberal Arts Math – MATH 115 (3)  
College Algebra I – MATH 125 (3)  
Statistics – MATH 260 (3)  
Biology – SCI 114 (4)  
Science, Technology, and Society – SCI 280 (3)  
Select any MATH or SCI elective – MATH \*\*\* / SCI \*\*\*

### History (Select any 1 course) – 3 Credit Hours

History of Global Christianity – HIST 212 (3)

### Global Awareness (Select any 1 course) – 3 Credit Hours

Global Perspectives – ICS 111 (3)

### Critical Thought (Select any 1 course) – 3 Credit Hours

Visions of the Good: Ethics and Worldview – CT 213 (3)  
Select any CT elective – CT \*\*\*

### Fine Arts – 2 Credit Hours

Music Appreciation – FA 112 (3)  
Film Appreciation – FA 131 (3)

### Communication Arts – 2 Credit Hours

Public Speaking – COMM 220 (2)

### Communications Core – 24 Credit Hours

Introduction to Communication and Theory - COMM 175 (3)  
Introduction to Digital Media Production - COMM 185 (3)  
Media Communication Theory - COMM 246 (3)  
Principles of Marketing - BUS 265 (3)  
Digital Reporting and Storytelling- COMM 291 (3)  
Media Law - COMM 325 (3)  
Senior Project - COMM 495 (3)  
Internship - COMM 496 (3)

### Digital Media Core – 32 Credit Hours

Introduction to Programming and Mobile Development - CSCI 160 (3)  
Introduction to Business - BUS 161 (3)  
SEO & Social Media Marketing Strategy - BUS 305 (3)  
Graphic Design - COMM 358 (3)  
Video Production I - COMM 360 (4)  
Photography - COMM 375 (3)  
Web Design - COMM 396 (3)  
Video Production II - COMM 462 (4)  
Advanced Video Post-Production - COMM 470 (3)  
Senior Seminar in Communication Studies - COMM 492 (3)

### General Electives – 19 Credit Hours

\*Select from any courses offered.  
\*\*Church partner students may take Integrative Learning Experience course to meet General Elective requirements.

**TOTAL CREDIT HOURS = 124**