DIGITAL COMMUNICATION: B.S.

The Bachelor of Science (B.S.) in Digital Communication is designed for students pursuing careers in fields such as digital journalism, social media management or marketing; or who aspire to be social media influencers or to otherwise promote a message through social or virtual media; those who plan to work in media professions such as broadcasting or film making that require digital skills; or those who wish to study media history, theory and culture, with particular consideration of digital media's place in history.

This flexible program of study integrates both theory and practice as students consider the cultural influences of digital media, ethical ways to utilize new media tools and interpret data, and practice skills they will use in future careers utilizing digital tools and media. Following a core of communication and media studies principles, students will learn to use a variety of online channels—including tools such as websites, social media such as Facebook, Twitter, Instagram, LinkedIn, and more specialized tools such as YouTube or Tiktok, online newspapers and magazines, and virtual meetings—to communicate effective messages. Students will consider the role of social media; conduct a campaign; utilize virtual media for small and large groups; learn about the history of digital media; consider global ramifications and regulations; learn to apply principles of diversity, equity and inclusion; learn to use digital media products, tools, and techniques in a legally and socially responsible way; and to apply academic theories to their work.

For more information about general undergraduate degree requirements, please visit Earning an Undergraduate Degree (http://catalog.sunyempire.edu/undergraduate/earning-undergraduate-degree/).

Program Details

Lower-level Foundation Courses

Code	Title	Credits
COMM 1002	Digital Communication Culture and Careers: Intro	2
or COMM 3002	Digital Communication, Cultures & Careers Advanced	
COMM 1020	Introduction to Communication	4
ARTS 1140	Media and Visual Literacy	4
COMM 1005	Intercultural Communication	2
MRKT 1005	Marketing Principles	4
INFT 1005	Introduction to Web Publishing	4
INFS 2010	Introduction to Data Management Tools	4
COMM 2010	Writing for Digital Media	4
COMM 2016	Digital Communication Strategies I	2
Total Credits		**30**

Upper-level Foundation Courses

Code	Title	Credits
COMM 3015	Social Media: Communication & Culture	4
COMM 3016	Digital Communication Strategies II	4
COMM 3025	Media Ethics & Law	4
COMM 3027	Data Visualization	4
DIGA 3040	Digital Storytelling	4
or COMM 3045	Television & Culture	
COMM 3065	Global Communication & Media	4
DIGA 4015	History & Theory of New Media	4
Total Credits		**28**

Select two specialized electives from the below list:

Code	Title	Credits
ARTS 3010	20th Century Art History I	4
ARTS 3012	20th Century Art History II	4
ARTS 3075	Arts Management	4
ARTS 3135	Illustration	4
ARTS 4010	Art History: Methods and Theories	4
ARTS 4035	Images of Women in Western Art	4
ARTS 4070	What Is Art?	4
COMM 3030	News & Feature Writing	4
COMM 4015	Women, Girls & the Media	4
CRWR 3015	Creative Nonfiction: Advanced	4
DIGA 3015	Advanced Digital Photography	4
DIGA 3045	Game Design & Development	4
HIST 3390	News Sense: Producing & Consuming in the 21st Century	4
MRKT 3025	Digital and Social Media Marketing	4
MRKT 3030	Marketing Communications: Advertising & Promotion	4
MRKT 3055	Public Relations	4
MRKT 4035	Marketing Research	4
MRKT 4040	Marketing Strategy	4
MUSE 3015	Museum Studies	4
PHOT 3015	History of Photography: Advanced	4

Select one Capstone course from the below list:

Code	Title	Credits
COMM 4015	Women, Girls & the Media	4
COMM 4120	21st Century Journalism	4
DIGA 4122	Professional Digital Portfolio	4
MRKT 4050	Career Self-Management and Self-Marketing	4

Learning Outcomes

Students completing a Digital Communications degree will be able to:

- Students will be able to distinguish among appropriate digital tools for various uses including journalistic,marketing or promotional, artistic, professional networking, influencing and virtual meeting purposes.
- Students will be able to write effectively in a variety of styles appropriate to digital and social media using reliable data and valid research.
- Students will be able to utilize data visualization and visual communication to communicate using digital and social media.
- Students will be able to analyze data visualization and visual communication to communicate using digital and social media.
- Students will be able to analyze the historical, cultural and global contexts for digital communication.
- Students will be able to apply ethical and legal considerations to digital communication.

- Students will be able to differentiate facts and accurate reporting from misinformation and other forms of misleading media manipulations.
- Students will be able to create inclusive and accessible digital communication experiences and materials that consider diversity, equity, sustainability and social justice.
- Students will be able to evaluate communication theories, media theories, digital and new media theories and data visualization theories and apply them to communication practices and the use of social media.
- Students will be able to produce individual and collaborative projects and communication campaigns that use social and virtual media tools.
- Students will be able to synthesize their professional or theoretical abilities in program electives.
- Students will be able to integrate coursework in a capstone course.