Digital Media, BS

Program Description

The Digital Media Degree Program addresses the vast and ubiquitous forms of mediated communication that are available to all in today's world, including in politics, culture, society, and the arts. The hands-on program engages students in a wide range of media, including television, streaming video, radio and podcasting, print and digital publications, and social media. Students study the history, evolution and the changing state of media technologies and techniques in media production, together with an understanding of the economic and social effects of media, including legal and ethical issues. Students are prepared for a wide range of careers, including those in journalism, TV and radio, video production, social media, publication design, podcasting, content marketing, public relations, and media research. The purpose of the program is ultimately to train students to be effective storytellers in each of these media forms and provide a foundation grounded in theoretical, legal, and ethical perspectives, and build on that foundation with the production skills necessary to be successful contributors to society and to gain meaningful employment.

Program Curriculum

120 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)

Code	Title	Hours
English		3-7
Mathematics		3-5
American Institutions		3-6
Life Sciences		3-10
Physical Sciences		3-5
Fine Arts		3
Literature/Humanities		3
Social & Behavioral Sciences		3

DIGITAL Media Core Requirements

Code	Title	Hours
MDIA 1130	Introduction to Media Writing	3
MDIA 1380	Introduction to Video Production	2
MDIA 1385	Introduction to Video Production Lab	1
MDIA 1550	Introduction to Media Tools	3
MDIA 1560	Introduction to Audio Production	3
MDIA 2010	Media and Pop Culture (SS, GC)	3
MDIA 3060	Media Analysis and Critique	3
MDIA 3410	Gender, Race and Class in Media	3
MDIA 3450	Social Media Campaigns	3
MDIA 3550	Intermediate Media Tools	3
MDIA 4360	Media Ethics and Law	3
MDIA 4900R	Media Studies Internship	3
MDIA 4980	Digital Media Capstone	3

DIGITAL Media General Emphasis Requirements

Code	Title	Hours
MDIA 2210R	Journalism Practicum I	1-3
or MDIA 2340R	Public Relations Practicum I	
or MDIA 2370R	Live Media Practicum I	
or MDIA 2380R	Radio Practicum I	
or MDIA 2390R	Video Practicum I	
or MDIA 3210R	Journalism Practicum II	
or MDIA 3370R	Live Media Practicum II	
or MDIA 3380R	Radio Practicum II	
or MDIA 3390R	Video Practicum II	
or MDIA 4440R	Public Relations Practicum II (ALPP)	
6 hours total needed of any practicum		

DIGITAL Media Elective Requirements

Complete 18 credits from any 3000 or 4000-level MDIA course not specified as a degree requirement.

Other Elective Courses

Complete additional elective coursework to fulfill graduation requirements.

Graduation Requirements

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Grade C or higher in each Core Discipline Requirement course.

Graduation Plan

1st Year

Fall Semester	Hours	Spring Semester	Hours
First Year Recommended Elective	2	ENGL 2010	3
ENGL 1010	3	General Education (Literature/ Humanities) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
General Education (Fine Arts) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3	General Elective	3
General Education (Mathematics - MATH 1040 recommended) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3	MDIA 3550	3
MDIA 2010	3	MDIA 1380	2
MDIA 1550	3	MDIA 1385	1
	17		**15**

2nd Year

Fall Semester	Hours	Spring Semester	Hours
General Education (American Institutions) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3	General Education (Physical Sciences) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
General Education (Life Science) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3	General Elective	3
MDIA 1130	3	Media Studies Elective*	3
MDIA 1560	3	General Elective	3
General Elective	3	MDIA 2210R, 2340R, 2380R, 2390R, 3210R, 3370R, 3380R, 3390R, or 4440R	1-3
	15		**13-15**

3rd Year

Fall Semester	Hours	Spring Semester	Hours
MDIA 3060	3	Media Studies Elective: Upper Division	3
MDIA 3450	3	Media Studies Elective: Upper Division	3
MDIA 2210R (MDIA 2340R,MDIA 2370R,MDIA 2380R,MDIA 3210R,MDIA 3370R,MDIA 3380R,MDIA 4440R)	1-3	General Elective	3
Media Studies Elective: Upper Division	3	MDIA 3410	3
General Elective	3	MDIA 4900R	3
General Elective	3		
	16-18		**15**

4th Year

Fall Semester	Hours	Spring Semester	Hours
MDIA 4360	3	MDIA 4980	3
MDIA 2340R, 2210R, 2380R, 2390R, 3210R, 3370R, 3380R, 3390R, or 4440R	1-3	Media Studies Elective: Upper Division	3
Media Studies Elective: Upper Division	3	Media Studies Elective: Upper Division	3
Media Studies Elective: Upper Division	3	General Elective	5
General Elective	3		
	13-15		**14**

Total Hours 118-124

* Media Studies Electives are courses that are prerequisites to upper division Media Studies coursework. These courses may be used to explore Media Studies disciplines.

BS Digital Media Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Explain mediated communication theories from various traditions and apply those theories to media production, management and consumption.
2. Apply sound reasoning, global and cross-cultural perspectives, critical thinking, ethics, and problem-solving skills to critically evaluate media production, promotion and consumption.

3. Use professional research to evaluate the efficacy of mediated messages, integrating media analytics and metrics into qualitative and quantitative approaches.