Kansas State Univesity

A.Q. Miller School of Media and Communication

Bachelor of Science Digital Innovation in Media

FAQs

How was the DIGIN program developed?

The program was developed through extensive market research, industry reports, employment trends, skill requirements for jobs for the future, conversations and interviews with industry experts, areas of interest of prospective high school students, higher education and industry thought-leaders, program faculty and a review of the university's cyber land grant university initiative.

How is the fully blended curriculum organized?

In addition to 60 hours of general education requirements, DIGIN majors will complete 12 hours of foundation courses in the A.Q Miller School and 48 hours of required core courses organized in three curriculum areas: digital engagement, computer science and entrepreneurship and innovation:

- The A.Q. Miller School faculty will teach 16 hours of writing and digital engagement courses designed to help students develop a digital mindset and skills to target, engage and convert digital consumers and customers on digital platforms. These courses fulfill the requirements to earn the certificate in digital engagement.
- The Center of the Advancement of Entrepreneurship faculty will teach 15 hours of entrepreneurship and innovation courses designed to develop understanding of the entrepreneurial process, from idea generation to the implementation of a new business or social venture. These courses fulfill the requirements to earn the minor in entrepreneurship and innovation.
- The Department of Computer Science faculty will teach 17 hours of computer science courses, also known as the computational core, that will provide students with fundamental knowledge to use programming in a variety of situations. These courses, also being introduced in Kansas high schools and community colleges, providing early exposure to the new program to attract prospective students and transfers, fulfill the requirements to earn the certificate in computer science.

What will students learn?

With input from industry and based on extensive research, the DIGIN program is designed to teach students blended digital skills such as how to write compelling digital stories, deploy artificial intelligence to advance digital advertising and mobile media strategies, design and code a mobile app, analyze data, manage digital projects, support digital transformation, design a web site, launch your own digital business, optimize analytics, convert online customers into buyers, secure networks and other skills.

How long are the classes?

DIGIN program classes are offered in 8- and 16-week formats.

What credentials will students earn?

Students will earn four credentials:
- a bachelor's in digital innovation in media
- a minor in entrepreneurship and innovation
- a certificate in computer science
- a certificate in digital engagement

What are the backgrounds of faculty teaching in the program?

DIGIN majors will train with elite faculty in the A.Q. Miller School of Media and Communication in the College of Arts and Sciences, the Department of Computer Science in the Carl R. Ice College of Engineering and the Center for the Advancement of Entrepreneurship in the College of Business Administration. These award-winning and forward-thinking industry pros, scholars and thought leaders have worked for or consulted with Fortune 500, Fintech 100, Digital 100, the armed services as well as colleges and universities throughout the country and around the world.

DIGIN faculty have launched digital brands, websites, mobile apps, digital commerce and cyber security products and services; and researched game theory, artificial intelligence, machine learning and emerging media technologies. They're also experienced educators who know coding, applications, web development, entrepreneurship, content creation and marketing, digital storytelling, social media strategy, digital marketing and more. They have used their diversity, collaboration and collective imaginations to design a degree program to give students the blended digital skills industry demands.

Has the program been approved by the Kansas Board of Regents?
Yes. The DIGIN program was approved by the Kansas Board of Regents in June 2022.

Does the program have a website?
Yes. The program website can be accessed at www.k-state.edu/digin.

Does the program offer scholarships?
Yes. Each year, the DIGIN program will award $20,000 in digital innovation scholarships to program majors. Majors may also be eligible for other A.Q. Miller School merit- and need-based scholarships along with financial aids options offered by the university and the college.

What is the priority enrollment date?
- Dec. 1

What are the computer and technical requirements for the DIGIN program?
Majors should have reliable access to the internet with the MS Office Suite installed on their computer. Additional computer applications may be required for upper-level courses.

What are values of the A.Q. Miller School related to diversity, equity, inclusion and belonging?
We recognize the role of gender, race, ethnicity, sexual orientation and other diverse groups in developing program content. And from a global perspective, the DIGIN incorporates the contributions, roles and involvement of diverse people and cultures. DIGIN majors should feel welcome to suggest topics and identify speakers, articles, books and events that will enhance our study of diversity and help us shape relevant lectures and discussions for the program.

When do classes begin?
Classes begin Fall 2023

How many years does it take the complete the program?
The program can be completed in four years.

What is DIGIN Live?
DIGIN Live is a series of virtual information sessions on Fridays in October and November leading up to the first application deadline, Dec. 1.

What is the DIGIN Plaza?
DIGIN Plaza is a virtual hub that will be created in Canvas to enable students to communicate with advisers, classmates and their professors.

How can prospective students schedule a campus visit or participate in a live virtual session?
Students can schedule a campus visit and register for a DIGIN live virtual session by emailing us at digin@k-state.edu

What kind of professional experience can majors obtain during the program?
Program majors will participate in an apprenticeship program during their junior years with a potential employer.

What are the core requirements of the program?
In addition to 60 hours of requirements in the College of Arts and Sciences, DIGIN majors will complete 12 hours of foundation courses in the A.Q Miller School and 48 hours of required core courses organized in three curriculum areas: digital engagement, computer science and entrepreneurship and innovation.

What are the career options for DIGIN graduates?
With our BS in Digital Innovation in Media, graduates will be industry-ready for many of the fastest-growing jobs, according to Linked In and Indeed, that include:

Mobile marketing manager	Digital brand strategist
Software developer	Data analyst
Cyber security analyst	Data scientist
Digital marketing manager	Game designer
Digital product manager	Digital brand manager
Social media specialist	Digital media producer
Programmer	Online merchant
Digital business analyst	Digital strategist
Digital merchandizer	Online sales manager
Digital entrepreneur	Conversion Manager

What on campus student organizations can students join?
DIGIN majors can join the following student organizations that are sponsored in the A.Q. Miller School, Department of Computer Science and the Center for the Advancement of Entrepreneurship.
- Ad Club
- Intelligence Club Association for Computing Machinery
- Cyber Defense Club
- Diversity in Computing
- Entrepreneurship Club
- Game Development Club
- K-State Artificial
- Mobile Development Club
- Public Relations Student Society of America
- Web Development

How do students contact a program adviser and receive a program guide?
Students can email a program adviser at digin@k-state.edu and download a DIGIN program guide on our website at k-state.edu/digin

What are the support services available to online students?
Online students will have the same support and resources as on campus students, including, advising, technical support, career services, tutoring, personal resources and help with testing. In addition, online students will also have access to K-State Libraries, the K-State Alumni Network, Wildcat Sports and their classmates, faculty and staff through the online DIGIN Plaza on Canvas.

What is the online course management platform?
Program courses are accessible online through the Canvas course management platform.

What are the computer and technical requirements for the online program?
Students should have reliable access to the internet with the MS Office Suite installed on their computer.

What is the format of the online program?
Courses in the online program are offered asynchronous. That means students have the flexibility to complete their assignments based on their schedule.

How do students contact an online program adviser and receive a program guide?
You can reach out to an online program adviser at online@k-state.edu and download a DIGIN program on our website at k-state.edu/digin.

Information contained in the FAQs is subject to change.