

DIGIN Fact Sheet

Contact: Program Director Alan Boyer at alan3402@ksu.edu or 678-360-2779

Program Highlights

Classes Begin: Fall 2023

Colleges: Arts and Sciences, College of Business Administration and the Carl R. Ice College of Engineering

Host Unit: A.Q. Miller School of Media and Communication

Degree Type: Bachelor of Science

Degree Name: Digital Innovation in Media (DIGIN)

Additional Credentials

- Minor in Entrepreneurship & Innovation
- Certificate in Computer Science
- Certificate in Digital Engagement

Location: On campus, 100 percent online, Hybrid

Class format: 8- and 16-week courses

Credits Required for Graduation: 120

Time for Completion: Estimated 4 Years

Program Director: Alan Boyer, Professor of Practice, A.Q. Miller School

Digital Innovation Scholarships

Each year, the program will award \$20,000 in scholarships to program majors. Other scholarships may be available from other School and university programs.

Program Overview

The interdisciplinary undergraduate degree in digital innovation in media blends training in digital media, computer science and entrepreneurship to prepare majors for a career in the digital economy. Through a rigorous combination of theory, research and application, majors will study subjects such as digital advertising, coding and programming, cyber security, data science, artificial intelligence, mobile app design, digital marketing, robotics, content marketing, block chain, 3-D printing, social media, web design, building social and cultural connections, digital branding and starting a digital business.

Innovative Courses

Examples of program courses include:

- Digital Business
- Going Mobile!
- Writing in a Digital Economy

- Digital Brand Strategy
- Data Structures and Algorithms
- Advanced Programming
- Social Media Strategy and Management
- Business Innovation and the Entrepreneurial Mindset

Apprenticeships

During their junior year, DIGIN majors will participate in apprenticeship programs to apply their newly developed skills with potential post-graduate employers.

Blended Digital Skills

Upon completion of the program, DIGIN majors will possess a portfolio of in-demand skills to create content, deploy digital advertising and mobile media strategies, analyze data, manage digital projects, design web sites, launch digital businesses, optimize analytics, code and program, convert online customers into buyers, secure networks and think creatively while building social and cultural connections. With these skills, graduates will be prepared for a range of positions on the LinkedIn and Indeed lists of the fastest growing careers:

| | |
|---------------------------|--------------------------|
| Digital entrepreneur | Business analyst |
| 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 |

Resources for Students

Technology

K-State's Sunderland Foundation Innovation Lab helps advance student understanding of using artificial intelligence, machine learning, virtual reality, video and audio production. The School's Think Tank includes four advanced iMac Pro's with the Adobe creative Cloud Suite including software for editing photo, video, 360 video, design and AR/VR content; and four 4K Drone Simulators.

Student Organizations

- Ad Club
- Association for Computing Machinery
- Cyber Defense Club
- Diversity in Computing
- Entrepreneurship Club
- Game Development Club
- K-State Artificial Intelligence Club
- Mobile Development Club
- Public Relations Student Society of America
- Web Development Club

The Interdisciplinary Curriculum

Curriculum

- College of Arts and Sciences Requirements: 60 hours
- DIGIN requirements: 60 hours

Student learning Outcomes

1. Utilize an interdisciplinary perspective in order to understand the global changes brought about by the digital economy.
2. Draw on a rigorous combination of theory, analysis and hands-on digital work while collaborating on developing original ideas in media, computing and business.
3. Research and analyze data, create grammatically correct and accurate content, manage digital projects, develop web sites, optimize analytics, deploy mobile media strategies, leverage artificial intelligence, code and program, convert online customers into buyers, secure networks and think creatively
4. Build social and cultural connections and demonstrate the self-awareness to work effectively with others in person and virtually.
5. Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
6. Develop an understanding of the entrepreneurial process, from idea generation to the implementation of a new business or social venture.
7. Gain the ability to identify, research and analyze potential markets that would enhance value and profitability.
8. Develop an understanding of the concept of risk and how its effect on new ventures can be minimized.
9. Demonstrate the capacity to identify and acquire the resources needed for the creation and implementation of a new venture.
10. Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.

Courses

Required Foundation Courses (12 Hours)

- Writing Academy (3 hours)
- Research & Cultural Course Requirements (6 hours)
- Foundation Electives (3 hours)

Required Core Courses (48 hours)

Digital Engagement Core* (16 hours)

- MC 265 Innovations in Media and Communication (3)
- MC 370 Social Media Management & Strategy (3)
- MC 365 Writing in a Digital Economy (3)
- MC 445 Digital Brand Strategy (3)
- MC 565 Going Mobile! (4)

Computer Science Core (17 hours)**

- CC 110 Introduction to Computer Science (2)
- CC 111 Elements of Computer Programming (1)
- CC 210 Fundamentals of Computer Concepts (4)
- CC 310 Data Structures & Algorithms 1 (3)
- CC 315 Data Structures & Algorithms 11 (3)
- CC 410 Advanced Programming (4)

Entrepreneurship & Innovation * (15 hours)**

- ENTRP 340 Business Innovation and the Entrepreneurial Mindset (3)
- ENTRP 411 Intrapreneurship (3)
- ENTRP 466 Digital Business (3)
- ENTRP 540 Entrepreneurial Consulting (3)
- ENTRP 575 Entrepreneurship & Innovation Capstone (3)

*Fulfills requirements for the Certificate in Digital Engagement

**Fulfills requirements for the Certificate in Computer Science

***Fulfills requirements for the Minor in Entrepreneurship and Innovation

Industry Quotes and Contact Information

“This (program) is exactly what students need and are looking for in increasing numbers. We are approaching a period of stagnation and even decline – particularly in some regions (the Midwest included). In this environment, schools need to do exactly what KSU is doing – which is highly likely to steal market share from less savvy programs. The four credentials, including the two certificates, are an excellent innovation. The cooperation from faculty to create the new course work, transition some courses to online, and build the certificate with new courses is exceptional.”

Scott Jeffe, Vice President of Research, Ruffalo Noel Levitz, LLC, Cedar Rapids, IA
P. 917-923-2155
Email: Scott.Jeffe@ruffalonl.com

“As a J-School grad myself, it’s exciting to see a media and communications program embark on such a relevant endeavor for its students. The digital economy requires new skills, and this program will help the industry find talent with those essential digital skills, combined with the core communications and strategic thinking a communications grad brings to the table.

“The program’s inclusion of data science and programming courses embeds true computer science that prepares the journalists and marketers of tomorrow. The integration of online courses and entrepreneurship instruction will create a bigger tent for non-traditional students to achieve their goals within the program. Congratulations to Kansas State on achieving this milestone. We’re excited to connect your talent to the thriving tech industry in Kansas City!”

Kara Lowe, President & Chief Executive Officer of the KC Tech Council in Kansas City, MO.
P. 913-730-7020 Email: kara@kctechcouncil.com

“It’s a great opportunity for the University to differentiate itself among students and employers both. I am constantly disappointed in the knowledge that graduating students actually have when it comes to the side of advertising/marketing that we do. If we could start educating students at the high school level and then continue to foster that analytical thinking, I think it will pay off in the long run. These jobs are open all over KC, for example and, frankly, the talent is not there to fill them. Agencies end up just hiring bodies and hoping for the best.”

Cindy Augustine, President of KaZoo Digital Media, Kansas City, MO
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