DIGITAL MEDIA & SOCIAL INFLUENCE

The *Digital Media and Social Influence* major is an interdisciplinary program designed to prepare students for thoughtful, strategic, and ethical engagement with the digital communication tools that shape contemporary life. Drawing on coursework from communication studies, marketing, visual arts, and data analysis, the program offers students a comprehensive foundation in both the creation and critical evaluation of digital media. Students learn to craft compelling content across platforms, analyze how media influence public discourse and behavior, and apply emerging technologies in ways that are socially responsible and inclusive.

The curriculum reflects the increasing demand for professionals who can navigate the complex intersections of technology, storytelling, and influence. Students explore topics such as social media strategy, digital storytelling, media ethics, branding, public relations, artificial intelligence, and data-informed communication. Through hands-on coursework, collaborative projects, and internships, students apply their knowledge in real-world contexts and build professional portfolios that reflect their individual interests and career goals.

A central aim of the program is to develop students' critical media literacy—the ability to understand not just how to communicate effectively in digital spaces, but also how digital media shape culture, identity, and power. Students examine the impact of algorithms on information flow, the ethical challenges of influencer culture, and the role of digital platforms in movements for social justice and political change. They also consider how to design digital content that is both persuasive and ethically grounded, balancing creativity with a commitment to equity and accountability.

Graduates of the program will be prepared for a variety of careers in digital marketing, public relations, content creation, advocacy, and media production, as well as for graduate study in communication, media studies, public policy, and related fields. Whether working in corporate, nonprofit, or entrepreneurial settings, they will bring a blend of technical proficiency, strategic insight, and ethical awareness to the rapidly evolving field of digital communication.

This major is offered in the College for Women only.

Curriculum

Code	Title	Credits
COMM 1000W	Communication Strategies for Social Justice	4
MKTG 2035	Social Media Marketing	2
COMM 2050	Media, Culture and Society	4
COMM 2XXX	Media Law, AI and Ethics	4
COMM 3XXX	Social Media Activism and Advocacy	4
ART 2250	Art and Technology	4
COMM 2XXX	Communication Career Exploration	2
COMM 4604	Internship	4
COMM 4850	Senior Seminar	2
Choose one course from the following:		4
COMM 3100	Communicating across Cultures, Identities and Differences	
COMM 3070		
Choose one course from the following:		4
COMM 3200W	Public Relations Writing	
ENGL 3340W	Writing for Digital Age	
MKTG 3250W	Integrated Marketing Communication	
Choose one course from the following:		4
ART 2370	Photography and Digital Storytelling	
ART 3200	Graphic and Web Design	
DSCI 1000	Telling Stories with Data - Introduction to Data Visualization	
Total Credits		**42**

Code	Title	Credits
Fall Term		
Spring Term		
Fall Term		
Spring Term		
Fall Term		
Spring Term		
Fall Term		
Spring Term		