You value diversity and inclusion. Most of all, you’re a digital innovator. You’re authentic and loyal. You’re a digital influencer. The next-gen digital marketing, entrepreneurship, coding mobile marketing and app development, digital brand strategy, social media management and digital business.

Learn how to deploy artificial intelligence to advance digital advertising and mobile media strategies, design and code a mobile app, analyze data, manage digital projects, design a web site, support digital transformation, launch your own digital business, optimize analytics, convert online customers into buyers and secure networks.

Push diversity and inclusion forward in the Building Social and Cultural Connections course.

Think creatively while sharpening your writing and production skills in our Content Creator Studio, Writing Academy and the Writing in a Digital Economy course.

Polish your leadership and presentation skills in our Communication and Connections course.

Increase your employability through an apprenticeship during your junior year.

Be industry-ready for some of the fastest-growing jobs, according to LinkedIn and Indeed.

Study on campus or wherever you are.

Train with award-winning and forward-thinking professors.

Develop the mindset of an entrepreneur in our Digital Innovation in Media (DIGIN) program. Industry-recognized training in entrepreneurship, computing, digital media.

The DIGIN program is for you if you want to:

• Study on campus or wherever you are.
• Train with award-winning and forward-thinking professors.
• Develop the mindset of an entrepreneur, digital marketer and computer programmer.
• Earn four credentials without additional courses or semesters:
  - bachelor’s degree in digital innovation in media or minor in entrepreneurship and innovation
  - certificate in computer science
  - certificate in digital engagement
• Help create the digital future with training in AI, entrepreneurship, content creation and management, machine learning.

Digital advertising strategist
Web developer
Digital marketing manager
Digital product manager
Social media specialist
Digital content producer
Digital business analyst
Digital merchandizer
Digital entrepreneur
Digital brand strategist
Data analyst
Data scientist
Game designer
Digital brand manager
Digital media producer
Online merchant
Web developer
Digital advertising strategist
Online sales manager
Conversion Manager

The DIGIN program is for you if you want to:

• Study on campus or wherever you are.
• Train with award-winning and forward-thinking professors.
• Develop the mindset of an entrepreneur, digital marketer and computer programmer.
• Earn four credentials without additional courses or semesters:
  - bachelor’s degree in digital innovation in media or minor in entrepreneurship and innovation
  - certificate in computer science
  - certificate in digital engagement
• Help create the digital future with training in AI, entrepreneurship, content creation and management, machine learning.
A Strong Core
In addition to 60 hours of requirements in the College of Arts and Sciences, you 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.

Training Outcomes
You’ll be ready for what’s next!
• A remote, in-person or hybrid workplace.
• Jobs for an authentic cultural influencer who is a well-rounded technologist, content creator, digital business leader or entrepreneur.
• Projects to design, implement and evaluate computing-based solutions.
• Pursuing your own dreams of launching a new digital business or social venture.

Required Foundation Courses
• Orientation
• Writing Academy (3)
• Research & Cultural Requirements (6)
• Electives from the Content Creator Studio or K-State Salina (3)

Required Core Courses
Digital Engagement
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
CC 110 Introduction to Computing (2)
CC 111 Elements of Computer Programming (1)
CC 120 Web Page Development
CC 210 Fundamentals of Computer Concepts (4)
CC 310 Data Structures & Algorithms I (3)
CC 410 Advanced Programming (4)

Entrepreneurship & Innovation
ENTRP 340 Business Innovation and the Entrepreneurial Mindset (3)
ENTRP 411 Internship (1)
ENTRP 466 Digital Business (3)
ENTRP 540 Entrepreneurial Consulting (3)
ENTRP 575 Digital Business Entrepreneurship & Innovation Capstone (3)

Elite Faculty
As a DIGIN major, you 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. This 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 you the blended digital skills industry demands.

In addition, the DIGIN program incorporates the new Sunderland Foundation Innovation Lab to help advance your understanding of how to use artificial intelligence, virtual reality, 3-D printing and video and audio production for digital brands, mobile marketing and social media strategies.

More than 80 percent of CEOs say finding and hiring employees with the key skills they need to succeed in the digital world will become even greater as business models evolve. - Accenture CEO Survey

The digital economy will create 1.7 million digital media-related jobs by 2030. - U.S. Bureau of Labor Statistics

Digital Innovation Scholarships
Each year, the DIGIN program will award $26,000 in scholarships to program majors. Majors may also be eligible for other A.Q. Miller School, university and college merit- and need-based scholarships, grants and financial aid.

An Apprenticeship
During the junior year, DIGIN majors will be encouraged to participate in an apprenticeship designed to perfect their newly developed digital skills and increase their employability after graduation with the apprenticeship sponsor.

Career Sessions & Interview Prep
Interact with industry professionals to get valuable insights and guidance on what recruiters look for.

Resume, LinkedIn Profile and E-portfolio Review
Get advice on effectively showcasing your digital strengths and mastery of skills and tools.

Digital Innovators
Train Here: 100% Online or On Campus

A.Q. Miller School of Media and Communication
Computer Science
Electrical and Computer Engineering
Entrepreneurship & Innovation
Media, Film and Journalism

The Center for the Advancement of Entrepreneurship

The Department of Computer Science

Train Wherever You Are
The Online Bachelor of Science in Digital Innovation in Media program, delivered by K-State Global Campus, gives you the flexibility to train and earn your degree wherever you are.

Online students are eligible to apply for the scholarship and financial aid programs available to on campus students.

Online students will have access to all program courses online, advising, technical support, career services, tutoring, personal resources, K-State Libraries, the K-State Alumni Network and Wildcat Sports.

DIGIN 100% Online: Train Wherever You Are
The Online Bachelor of Science in Digital Innovation in Media program, delivered by K-State Global Campus, gives you the flexibility to train and earn your degree wherever you are.

Online students are eligible to apply for the scholarship and financial aid programs available to on campus students.

Online students will have access to all program courses online, advising, technical support, career services, tutoring, personal resources, K-State Libraries, the K-State Alumni Network and Wildcat Sports.

The DIGIN Difference

Digital Innovation Scholarships
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Resume, LinkedIn Profile and E-portfolio Review
Get advice on effectively showcasing your digital strengths and mastery of skills and tools.

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DIGIN Quick Facts
Location: On-campus, 100 percent online, hybrid
Format: 9- and 16-week courses
Online Program Platform: Canvas
Credits Required for Graduation: 120
Time for Completion: Four Years
Apply for admission as soon as possible and learn about the deadlines for applications, scholarships and financial aid.

Contact
On Campus Program Adviser: digin@k-state.edu
Online Program Adviser: online@k-state.edu or 808-622-2578
Internet: k-state.edu/digin

Apply Now