

# What’s Your Digital Dream Job?

Do you want to master artificial intelligence to build smarter machines? Code mobile apps? Outsmart hackers? Transform robotics? Design next-gen games? Start your own online business or social venture? Manage digital advertising campaigns? Create safe spaces for family, friends and other online communities? Or write compelling content that grows brands across digital platforms?

Whatever you want to do in the digital world, earning a Bachelor of Science in Digital Innovation in Media (DIGIN) is the first step.

### Why DIGIN?

You’re a digital influencer. The next-gen digital innovator. You’re authentic and loyal. You value diversity and inclusion. Most of all, you will shape the future of the digital world.

Industry will need 1.7 million digital innovators to fill digital media-related jobs that will be created by 2030. Industry challenged colleges and universities to quickly shift to offer programs to prepare pros with blended digital skills in media, computing and business to meet the demand.

With the new DIGIN program, K-State is leading the way. The DIGIN program was created through the collaboration of experts in the College of Arts and Sciences, College of Business Administration, the Carl R. Ice College of Engineering and the Sunderland Foundation Innovation Lab who designed a fully blended approach to training in entrepreneurship, computing and 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 in digital innovation in media
  - 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 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 Leadership and Business and Professional Presentation courses.
- 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:

*Mobile marketing manager*  
*Software developer*  
*Cyber security analyst*  
*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*

### Student Organizations

DIGIN majors may join the following on campus 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



### Contact Us

**On the Web:** [k-state.edu/digin](https://k-state.edu/digin)  
**Email:** [digin@k-state.edu](mailto:digin@k-state.edu)

LEARN MORE



*Entry-level salaries for digitally skilled professionals will range from nearly \$40,000 to more than \$111,000.*

*- U.S. Bureau of Labor Statistics*

*Internationally, as many as 375 million workers — or 14 percent of the global workforce — will require upskilling by 2030.*

*- McKinsey Global Institute*

**KANSAS STATE UNIVERSITY**

A.Q. Miller School of Media & Communication

### Notice of nondiscrimination

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Virtual Reality  
Mobile App  
Robotics  
Block Chain  
Entrepreneur  
Digital Advertising  
Social Media Strategy  
Future Of Screens  
Game Design  
Digital Brand Strategy  
Digital Economy  
Digital Business  
Digital Marketing  
AI  
Cyber Security  
Coding

100% ONLINE OR ON CAMPUS

## Bachelor of Science in Digital Innovation in Media

Entrepreneurship. Computing. Digital Media.

**KANSAS STATE UNIVERSITY**

A.Q. Miller School of Media & Communication





# Digital Innovators Train Here: 100% Online or On Campus

## 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. 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 you the blended digital skills industry demands.

## 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:

- The A.Q. Miller School faculty will teach 16 hours of writing, strategy and digital engagement courses designed to help you develop a digital mindset and skills to target, engage and convert digital consumers and customers on digital platforms, earning the Certificate in Digital Engagement.
- The Department of Computer Science faculty will teach 17 hours of computer science courses, also known as the computational core, that will provide you with fundamental knowledge to use programming in a variety of situations, earning the Certificate in Computer Science.
- The Center for the Advancement of Entrepreneurship faculty will teach 15 hours of entrepreneurship and innovation courses designed to develop your understanding of the entrepreneurial process, from idea generation to the implementation of a new business or social venture, earning the minor in entrepreneurship and innovation.



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.

## 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 hours)
- Research & Cultural Requirements (6 hours)
- Electives from the Content Creator Studio or K-State Salina (3 hours)

## 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 210 Fundamentals of Computer Concepts (4)
- CC 310 Data Structures & Algorithms I (3)
- CC 315 Data Structures & Algorithms II (3)
- CC 410 Advanced Programming (4)

## Entrepreneurship & Innovation

- 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)

## 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

Each year, the DIGIN program will award \$20,000 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.

## DIGIN Plaza

DIGIN majors will have 24/7 access to our virtual campus on Canvas to connect and network with their fellow classmates, advisers, faculty and staff.



## DIGIN Quick Facts

**Classes Begin:** Fall 2023

**Location:** On campus, 100 percent online, Hybrid

**Format:** 8- 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.**



**APPLY NOW**

## DIGIN Live

### Virtual Info Sessions

11 a.m.- noon on Fridays via Zoom  
Register for a live session or schedule a campus visit at [digin@k-state.edu](mailto:digin@k-state.edu)

### Contact

**On Campus Program Adviser:**

[digin@k-state.edu](mailto:digin@k-state.edu)

**Online Program Adviser:**

[online@k-state.edu](mailto:online@k-state.edu) or 800-622-2578

**Internet:** [k-state.edu/digin](http://k-state.edu/digin)



*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