

# EMERGING MEDIA

## PROGRAM OVERVIEW

Our emerging media major focuses on providing students with the communication, graphic design, video, marketing, and writing background needed to be successful in today's world. Once students have completed their core courses, they develop a specialization by taking courses in one of the following areas: digital design, film and media production, journalism, marketing, performance technology, or public relations. The goal of the curriculum is to expose students to a depth of understand in one area, while concurrently developing them in other areas that work hand-in-hand in mediated communication environments.

## CAREERS AND PLACEMENT

Many emerging media graduates will find themselves managing a variety of online platforms for profit and/or non-profit organizations. Graduates of our program can find work in any type of organization that requires creative, strategic, and analytical skills. Because mediated communication demands that graduates have a diverse skill set, the design of our emerging media major ensures that students have exposure to coursework in a wide variety of disciplines.

## EXPERIENTIAL LEARNING

Students can gain experience by interning with local organizations or enrolling in an immersion course. Internships have included PR and marketing agencies, production houses, state government agencies, and for-profit and non-profit organizations. Professional experience can also be gained through an immersion course, where students work with a partner organization to complete a project. This gives students an agency-like experience in an on-campus environment.

## CONVERGENT MEDIA CENTER

Capital's emerging media program is housed within the state-of-the-art Convergent Media Center (CMC). The CMC is a deliberate step into the future of education. A variety of majors, departments, and programs are housed within the building, including Film and Media Production, Public Relations, Journalism, Creative Writing, and Music Technology, just to name a few. We've created an environment that mirrors the real world - a place where collaboration is expected, fostered, and essential, just as it is in professional settings.

## AS A GRADUATE, YOU WILL BE PREPARED TO:

- Describe the historical, functional, and theoretical foundations of your discipline
- Critically analyze and synthesize information and events from multiple perspectives (social, cultural, aesthetic)
- Assess the legal and ethical implications of your work
- Communicate effectively in a variety of formats (orally, in writing, mediated, virtually) to a variety of audiences (clients, supervisors, subordinates, group/team members)
- Create artifacts that demonstrate contextually appropriate technique, aesthetic, storytelling, and business knowledge (audience, legality, distribution)
- Engage in culturally responsible ways with individuals, groups, and society

## WHAT ARE OUR GRADS DOING NOW?

- Content Manager
- Digital Marketing Specialist
- Social Media Strategist
- Account Coordinator
- Brand Marketing Specialist
- Digital Designer

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## Four-Year Sample Schedule of an Emerging Media Major

Freshman Fall  
16 credit hours  
Oral Communication - 3  
First Year Seminar - 3  
Intro to Business - 4  
Intro to PR - 3  
Media Criticism &  
Analysis - 3

Freshman Spring  
16 credit hours  
Fine Arts - 3  
Social Science - 3  
Ethics - 3  
College Reading & Writing - 4  
Specialization Course - 3

Sophomore Fall  
16-17 credit hours  
Religion - 3  
Quantitative Reasoning - 3  
Intro to Graphic Design - 3  
Specialization Course - 3-4  
Elective - 3

Sophomore Spring  
16-17 credit hours  
Cultural Pluralism - 3  
Lab Science - 4  
Writing in the Professions - 3  
Specialization Course - 3-4  
Elective - 3

Junior Fall  
16 credit hours  
Science & Tech - 3  
Humanities - 3  
Emerging Media - 3  
Elective - 3  
Writing in the  
Professions - 4

Junior Spring  
15-16 credit hours  
Global Systems - 3  
Internship - 3  
Specialization Course,  
Secondary Area - 3-4  
Emerging Media - 3  
Elective - 3

Senior Fall  
15-16 credit hours  
Specialization Course,  
Secondary Area - 3-4  
Internship - 4  
Electives - 8

Senior Spring  
15-16 credit hours  
Specialization Course,  
Secondary Area - 3-4  
Electives - 12

All courses subject to availability and advisor approval. All undergraduates must demonstrate that Signature Learning goals have been met.

