

# Digital Media Innovation | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
<b>ADVANCE</b> your academic journey	<p>Meet with a <a href="#">First Year Advisor</a> to develop your academic planning.</p> <p>Embark on your first year by aligning your vision with <a href="#">“the system” in the Advertising program</a>.</p> <p>Take advantage of the <a href="#">Student Learning Assistance Center</a> (Tutoring).</p> <p>Explore majors with a <a href="#">MyMajors assessment</a>.</p>	<p>Meet with the <a href="#">College of Fine Arts and Communications Advising Center</a> for questions about your major.</p> <p>Explore external scholarship opportunities such as the <a href="#">Fulbright</a> Scholarship to take your expertise to unique locations abroad.</p> <p>Share your knowledge as a <a href="#">Peer Mentor</a> or <a href="#">Tutor at SLAC</a>.</p> <p>Explore <a href="#">Campus Resources</a> for academic and personal support.</p> <p>Meet with a faculty mentor to select an undergraduate research opportunity.</p>	<p>Check your Degree Audit &amp; meet with your academic advisor.</p> <p>Explore potential next steps including a the Master of Fine Arts or MFA Residency program.</p> <p>Complement your degree with a <a href="#">micro credential</a>.</p> <p>Meet with a faculty mentor or peer advisor.</p> <p>Complete a capstone project related to major.</p>
<b>EXPAND</b> your personal and social development	<p>Review your degree plan for courses that include the <a href="#">Service-Learning Excellence</a> program.</p> <p>Expand your student experience by joining <a href="#">the Innovation Club at TXST</a>.</p> <p>Find additional events and organizations through the <a href="#">Bobcat Organization HUB</a>.</p>	<p>Sharpen your leadership by contributing to the <a href="#">Media Innovation Lab Journal with a report or research article</a>.</p> <p>Consider the School of Journalism and Mass Communication's specially tailored <a href="#">study abroad and study in America programs</a> led by faculty.</p> <p>Discover <a href="#">Global Online Learning Experiences</a> for courses with culturally dynamic perspectives.</p> <p>Participate in <a href="#">The Big Event</a> to give back to the regional community.</p> <p>Attend a <a href="#">Nonprofit and Volunteer Fair</a> from <a href="#">Student Involvement</a> to jump into meaningful service in TXST's community.</p>	<p>Select a service activity through <a href="#">Student Involvement</a> to give back to the area community.</p> <p>Seek out a leadership role with the <a href="#">Leadership &amp; Service</a> program.</p> <p>Attend a <a href="#">Student Government</a> Senate meeting to contribute to the TXST community.</p> <p>Attend financial literacy workshops (e.g., budgeting, student loans, taxes).</p>
<b>ENRICH</b> your practical competence	<p>Connect your schedule to the SJMC calendar each year to attend <a href="#">MassCommWeek</a> and more.</p> <p>Explore the <a href="#">TXST One Stop</a> for more information about the scholarships provided to new and continuing students.</p> <p>Attend an <a href="#">IDEA Center</a> workshop to learn more about undergraduate research.</p>	<p>Learn the <a href="#">SJMC internship policies</a> before taking the major's internship course.</p> <p>Take advantage of the activities and opportunities in the <a href="#">Media Innovation Lab</a>.</p> <p>Attend a conference related to your major (get recommendations from a faculty) or your student organization.</p> <p>Review <a href="#">micro internship opportunities</a> for professional development in which you learn and earn.</p>	<p>Learn about <a href="#">Global Career Accelerator</a> options that give you experience with global companies and in-demand tech skills.</p> <p>Attend a professional conference, such as (department recommendation).</p> <p>Deliver a presentation in a student conference, workshop, seminar or community organization.</p>
<b>ELEVATE</b> your career and professional life	<p>Complete your <a href="#">Career Assessments</a>, such as Focus2.</p> <p>Create your <a href="#">Handshake</a> profile.</p> <p>Create your <a href="#">LinkedIn</a> profile and connect with colleagues and leaders.</p> <p>Develop and review your <a href="#">resume</a> with Career Services.</p>	<p>Develop an internship plan with <a href="#">Career Services</a> or your academic department.</p> <p>Report your internship offers to <a href="#">Career Services</a>.</p> <p>Build <a href="#">Career &amp; Graduate School Fairs</a> into your schedule to ensure your connection maximum opportunities.</p> <p>Join <a href="#">Employer Information Sessions</a> at Career Services or your department.</p> <p>Prepare to <a href="#">ace your job interviews</a> with Career Services or your academic department.</p>	<p>Develop a full-time employment or graduate school plan with <a href="#">Career Services</a>.</p> <p>Attend <a href="#">employer info sessions</a> at Career Services.</p> <p>Complete your <a href="#">First Destination Survey</a> to share your post-graduation plans.</p> <p>Identify faculty and professional references.</p>

## OUTCOMES

### Marketable Skills

Think critically

Analyze and solve problems

Communicate clearly and effectively

Craft digital engagement strategies

Create and edit multimedia

Create content for digital and social platforms

Critique issues of diversity and inclusiveness related to innovation

[See more marketable skills for this major](#)

### Career Opportunities

Web developer and designer	Data journalist
Digital product manager	Data analyst
Web and mobile content creator	Interactive media designer
User experience (UX) designer	Digital innovation consultant
Digital marketing specialist	E-commerce specialist
Social media manager	Mobile app developer
Virtual reality (VR) developer	Multimedia producer
Augmented reality (AR)	
Specialist	
Digital strategist	

### Experiences in Digital Media Innovation

The Digital Media Innovation (DMI) major immerses students in a breadth of digital knowledge to prepare them for new and emerging media roles. As the only STEM (Science, Technology, Engineering and Math) designated program program in the College of Fine Arts and Communication, the major emphasizes strategic and problem-solving skills that equip graduates for careers that uniquely integrate communication, media and technology. Students may participate in faculty-led study abroad or Study in America trips, learn with peers in Living and Learning Communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience. An optional concentration in sports media is available.