



BELLARMINE UNIVERSITY  
IN VERITATIS AMORE

# Master of Science in Digital Media

The Master of Science in Digital Media teaches the tools and theory of the complex and ever-changing world of digital communication. This program will teach students to create, evaluate and utilize contemporary tools of communication within their professional workplace. Employers will find this skill set beneficial, as many organizations have traditional and/or underutilized workplace communication practices and/or pay outside agencies to handle their digital endeavors. This program requires hands-on learning and small group work in a mentoring academic environment, leading to tool acquisition and professional development for the modern workplace.

## PROGRAM OUTCOMES

1. Students will demonstrate through critical thinking and hands-on projects, the application of digital media and technologies in a globally diverse workplace and world.
2. Students will demonstrate the ability to use contemporary tools and apply theory of digital media practice, leading to improved performance in on-the-job and professional communication.
3. Students will evaluate the production and dissemination of digital media from multiple ethical and legal perspectives, resulting in a greater understanding of the professional practice of digital communication.

## TUITION AND FEES

The cohort program is 30 hours with students taking 6 hours a semester for 5 semesters. Students have an option to take either 3 or 6 hours per semester. The cost for tuition is \$730 per credit hour. Books and classroom supplies are additional expenses.

## REQUIREMENTS FOR ADMISSION

Please submit the following:

1. Submit online application at <http://www.bellarmino.edu/applyNow> and pay the \$40 application fee unless a BU alumna/e. If so, please use promo code: BUALUMFREE.
2. Professional/academic writing sample: This could include a term paper, press release, published story (non-fiction), digital portfolio, grant application, etc.

3. A 500-750 word, double-spaced essay response (references not required) to one of the following writing prompts:
  - Explain how the study of intercultural communication enables an individual to navigate a globally diverse workplace and world
  - Define how professional and personal communication should be evaluated from both ethical and legal perspectives
  - Explain how understanding the creation, dissemination and significance of different forms of media enables an individual to analyze media's role in culture and society
4. Two letters of recommendation. Recommendations from persons able to evaluate either academic or professional potential are the most valuable.
5. Current resume
6. Final official transcript(s) from each college or university attended should be mailed to the Office of Graduate Admission and not be marked "Issued to Student." If any transcript(s) or undergraduate degree(s) is from an international institution, you must provide an official copy to be evaluated by the Bellarmine International Programs Office. The Office of Graduate Admission reserves the right to request a certified copy of the original transcript(s).
7. Mail information to: Graduate Admission, Bellarmine University, 2001 Newburg Road, Louisville, KY 40205

*Note: It is the student's responsibility to request all official transcripts and test scores. Official transcripts and test scores are mailed directly from the institution to Bellarmine University and should not be marked issued to student or addressed to the student.*

## **INTERNATIONAL STUDENT REQUIREMENTS**

**Please complete the items under Procedure for Admission and submit the following:**

Language Proficiency. All students are expected to have appropriate English-language proficiency to be admitted to the university. The language proficiency is required to ensure students are adequately prepared and well positioned to succeed.

Financial Affidavit. All applicants must provide credible evidence (e.g. a bank statement, letter on bank stationary attesting to the availability of funds, etc.) of the ability to fund the cost of attending Bellarmine University for one academic year. If funds are provided by another person on behalf of the student, an affidavit must accompany the financial information.

Proof of Passport. Scan of passport ID page must show validity for 6 months post completion of the program.

## **CORE REQUIRED COURSES (18 HOURS)**

### **COMM 600 - Introduction to Graduate Studies (3)**

The purpose of this course is to introduce students to the discipline of communication, including but not limited to language, issues, breadth, contexts and definitions. In addition, this course will prepare students for the master's program by developing their writing, research and presentation skills. Students will begin the process of identifying their definition of communication as well as the ability to construct an argument to support that choice.

### **COMM 609 - technical communication for digital platforms (3)**

This course allows students to apply technical communication theory to the demands of technical writing called for by our high-tech environment. Through in-class presentations on important articles, students will combine oral communication, visual presentation aids and handouts, to demonstrate their mastery of key theories along with their technical literacy and the ability to write a variety of technical pieces. Students will be assigned a client for a final project to compose a wide range of technical documents which may include instructions, feasibility reports, specifications, user manuals, internal and external proposals, requests for proposals, query letters, and/or memos. The use of electronic communication, the ethics of technical communication and the use of graphics in technical communication will also be covered.

### **COMM 613 - Studies in Digital Media (3)**

This course examines digital media, focusing on communication theories and issues relevant to the study of emerging technologies. Issues considered may include the personal and business implications of social media use, the effects of digital image manipulation, the changing nature of media authorship/spectatorship, and the role of digital media in debates about copyright, privacy, and politics.

### **COMM 615 - Introduction to Media Studies (3)**

This course provides a fundamental understanding of media. We will analyze media institutions, their history, technological capabilities and effects. It is designed to offer an overview of theories, methods, contemporary debates and lasting issues in media studies.

### **COMM 619 - Multimedia Communication in the Workplace (3)**

This course covers the theory and practice regarding the design and execution of mediated forms of communication. Animation, web creation, videography are some of the components covered in this class.

### **COMM 699 - Ethical issues in Communication (3)**

This is the capstone course of the Masters programs in Communication. It synthesizes the learning outcomes of the programs from the perspective of their ethical dimensions in communication. A major capstone project is required. It is intended, however not required, to be taken as the last course in the program. Prerequisite: successful completion of at least 18 hours in the program.

## **ELECTIVE MBA COURSE (3 HOURS CHOSEN FROM THE FOLLOWING)**

### **MBA 706 - Marketing for Strategy (3) with permission of instructor**

This course integrates the accounting and economic foundations of management as students study the process for creating, delivering and selling goods and services – including marketing theory, channels of distribution, pricing and product development, promotion and place.

### **MBA 772 - Corporate Information Strategy (3)**

This course will focus on how a company's e-strategy fits with its vision/mission/corporate strategies. We will take a strategic look at ways to utilize the Web and if an e-commerce initiative or other e-applications make the most sense for specific companies.

### **MBA 774 - Negotiations (3)**

This course provides a framework for becoming a more effective negotiator in a variety of situations. Students learn how to separate the people from the problem, how to focus on the interest of the negotiating parties, how to develop options for mutual gain and how to develop objective criteria. This process takes into account perceptual differences, the nature of conflict and the use of power. Improved skills as well as a conceptual framework for negotiating are the goals of this course.

### **MBA 775 - Small Business Entrepreneurship (3)**

This course is designed primarily for those students contemplating opening a small business. It serves as a survey course introducing many of the interrelated areas of business in the context of managing a small entrepreneurial start-up company. The course will be of value for current MBA students as well as those starting the formal MBA program in a coming semester but who wish to begin with at least one of their elective courses completed.

### **MBA 776 - Reel Business for Real Leaders (3)**

This course uses the time honored method of story-telling to address major business concepts including leadership, teamwork, corporate responsibility, entrepreneurship and work-life issues.

### **MBA 781 - Integrated Marketing Communication (3)**

This course explores the major tools of integrated marketing communication including advertising, personal selling, publicity, sales promotion, direct selling and electronic media. Students are exposed to both the managerial issues and creative issues involved in integrating the marketing communication tools.

### **MBA 782 - Buyer Behavior (3)**

This course is concerned with the managerial applications of the behavioral sciences to marketing; it takes a global perspective in exploring the effects of socio-cultural influences, situational influences,

psychological influences and marketing mix influences on the consumer decision-making process. Consumer behavior is also compared and contrasted with organizational buyer behavior.

### **MBA 783 - Services Marketing (3)**

The primary objective of the course is to prepare students to function as effective executives in a services economy. Service organizations require a distinctive approach to marketing, management, operations and strategy – both in their development and execution. Our focus will be on understanding how worldclass service organizations as well as manufacturing firms satisfy customers with value-added services. Classroom sessions will consist of a mixture of topic discussions, a simulation game, case studies and presentations of field studies by students.

## **ELECTIVE COMM COURSES (9 HOURS CHOSEN FROM THE FOLLOWING)**

### **COMM 651 - Integrated Communication (3)**

This course introduces the student to integrated communication. Corporate image and brand management, buyer behaviors, advertising tools, trade promotions, public relations, personal selling, database marketing and customer relationship management are addressed.

### **COMM 653 - Interactive Communication (3)**

This course focuses on the aesthetics and production of digital media elements. Students are introduced to digital authoring techniques and digital technologies in a project-based class.

### **COMM 670 - Strategic Communication (3)**

This course explores the way in which organizations communicate strategically in order to accomplish a goal. Students will study various persuasion theories and will apply models of strategic communication to real-world issues. As a culminating experience, students will plan, implement and evaluate a strategic plan on behalf of an organization.

### **COMM 671 - Social Change Campaigns (3)**

This course introduces students to social change and the ability of strategic communicators and marketers to market social change. The course will also provide students exposure to social marketing theories and practices.

### **COMM 692 - Special Topics (3)**

Special topics classes are those offered occasionally in fields related to communication. Such courses have included special offerings in sports, film and media, leadership communication and political communication.

**COMM 694 - Independent Study (3) upon approval of faculty director and dean**

Guided reading or research in an area of special interest under the direction of a faculty member.

**COMM 696 - Portfolio Option (3) upon approval of faculty director and dean**

Guided portfolio and/or project design and execution in an area of special interest under the direction of faculty member.

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*Bellarmino University admits qualified students of any age, gender, gender identity, sexual orientation, race, disability, color, religion, and national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of age, gender, gender identity, sexual orientation, race, disability, color, religion, or national or ethnic origin in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school administered programs. Bellarmine University will not tolerate any form of sexual misconduct, which includes, but is not limited to, sexual harassment, non-consensual sexual contact, non-consensual sexual intercourse, sexual exploitation, rape or retaliation arising out of any of the above acts, as more fully defined in the Bellarmine Sexual Discrimination and Misconduct Policy in the Student and Employee Handbooks. Bellarmine University is an equal opportunity employer.*

**6/13/2016**



