

# DIGITAL MEDIA COMMUNICATIONS AND APPLIED AI

BACHELOR OF SCIENCE PROGRAM (126 CREDITS)

## PURPOSE

The Digital Communications and Applied AI program prepares students to excel in dynamic communication environments by blending traditional communication practices with advanced digital strategies. Emphasizing media production, digital storytelling, and audience engagement, the program equips students for impactful roles across industries. Students will also explore the integration of emerging technologies, learning to leverage AI to enhance storytelling, data interpretation, and strategic campaigns while addressing ethical considerations. Grounded in a Christian worldview, the program fosters creativity, integrity, and adaptability, preparing graduates to lead and serve in diverse digital communication roles within businesses, ministries, and nonprofit organizations.

## MAJOR REQUIREMENTS

DIG 010	Digital Media Skills Comprehensive	0 cr
BUS 200	Explorations in Business	3 cr
CMS 107	Fundamentals of AI and Machine Learning	3 cr
CMS 217	AI LLMs and Agents	3 cr
CMS 317	Data Storytelling and Visualization with AI	3 cr
CMS 337	AI and Digital Strategy	3 cr
COM 143	Communication Theory	3 cr
COM 163	Introduction to Digital Media	3 cr
Choose one:		3 cr
COM 332	Christ, Communication & The Digital Mission	
COM 403	Social Media Management	
COM 413	Digital Marketing & Analytics	
COM 483	Digital Media Internship	3 cr
DIG/MTN/CMS Courses		3 cr
DIG 101	Introduction to Ethical Generative AI	1 cr
DIG 102	Digital Media Information Literacy	0 cr
DIG 203	Generative AI Applications	3 cr
DIG 243	Introduction to Photography	3 cr
DIG 263	Digital Design I	3 cr
DIG 265	Digital Design II	3 cr
DIG 272	Introduction to Web Design	3 cr
DIG 303	Fundamentals of Video Production	3 cr
DIG 310	Leadership in Digital Media	3 cr
Electives		6 cr
ENG 333	Writing for the Media	3 cr
MTN 263	Digital Audio	3 cr
Capstone		
CMS 407	AI Seminar	3 cr
CMS 408	AI Capstone	3 cr

**TOTAL**

**76 CREDITS**

## CORE REQUIREMENTS

BIB 103	Introduction to Biblical Interpretation	3 cr
COM 123	Fundamentals of Public Speaking	3 cr
COM 136	Mass Media & Society	3 cr
ENG 123	College Writing & Research	3 cr
FNA 113	Fine Arts Appreciation	3 cr
U.S./World History Course - Choose one:		3 cr
HIS 213	Ancient & Medieval World History	
HIS 223	Modern & Contemporary World History	
HIS 233	U.S. History – Colonization to Reconstruction	
HIS 243	U.S. History – Reconstruction to the Present	
LIT	Literature Course	3 cr
MTH 123	Quantitative Reasoning*	3 cr
NWT 113	New Testament Survey	3 cr
OLT 123	Old Testament Survey	3 cr
PHE	Activity Course	1 cr
PHE 281	Health & Nutrition	1 cr
PHL 113	Worldviews	3 cr
PHL 343	Ethics	3 cr
PSY 223	Introduction to Psychology	3 cr
SCI	Science Course	3 cr
SOC 103	Life Formation	3 cr
Theology Course - Choose one:		3 cr
THE 115	Thinking Theologically	
THE 233	An Introduction to the History & Theology of the AG	

**TOTAL**

**50 CREDITS**

CMS/DIG/MTN fulfilled in the major