

# Digital Media, BS

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## **BS Digital Media Program Learning Outcomes**

At the successful conclusion of this program, students will be able to:

1. Explain mediated communication theories from various traditions and apply those theories to media production, management and consumption.
2. Apply sound reasoning, global and cross-cultural perspectives, critical thinking, ethics, and problem-solving skills to critically evaluate media production, promotion and consumption.
3. Use professional research to evaluate the efficacy of mediated messages, integrating media analytics and metrics into qualitative and quantitative approaches.