

DGM - DIGITAL MEDIA

DGM 1203 Digital Literacy (2-2-3)

This course introduces students to the historical and conceptual framework of media literacy. Students will develop skills in functional literacy to access, analyse, evaluate, and create media messages across a variety of platforms. Students will examine the role media has played in shaping, reflecting, and, at times, manipulating social realities. By offering insight into media production processes and encouraging critical thinking, this course will assist students in understanding and navigating the complex media environment we live in today.

DGM 1213 Social Media and Society (2-2-3)

The purpose of this course is to explore the relationship between social media and the broader social, cultural, and ethical dimensions of our digital age, including the role that social media plays in an ever changing society. Through discussion and analysis of social media, students will develop an understanding of the impact, challenges, and opportunities that social media and communication messaging can provide for individuals, communities, and society as a whole.

DGM 1223 Writing for Media (2-2-3)

In this course students will develop the skills and insights needed to develop compelling stories, articles, press releases, professional writing and feature articles that can be utilized across a variety of media platforms. Students will develop effective language skills, and learn to write in different voices to selected audience, creating compelling content to resonate in today's dynamic media landscape.

DGM 1233 Creative Technology (2-2-3)

This course builds upon the foundational knowledge gained in DMD 1123, focusing on expanding skills in digital media tools and techniques essential for effective communication. The course introduces students to applications for sound production and digital publishing. Emphasis is placed on practical applications, hands-on projects, and creative problem-solving within the context of digital media production.

DGM 2303 Podcasts and Interviews (2-2-3)

Today, sound and visuals play a major role in conveying compelling narratives in the media. In this course students will develop audio and interview skills through a comprehensive introduction to the techniques needed to produce, record, and present engaging podcasts using engaging techniques and examples.

DGM 2313 Introduction to Advertising (2-2-3)

In this course, students will learn the fundamentals of advertising; students will learn how to craft persuasive messages and present an advertisement that engages audiences. Students will gain an understanding of consumer behavior, media planning and strategic insight. Concepts of mass advertising approaches versus customized social media advertising will be explored. Students will learn how to create and execute an advertising campaign.

DGM 2403 Brand Identity (2-2-3)

A strong brand identity is a key component of success in today's competitive media environment. Through the use of advertising and marketing approaches, students in this course will learn how to develop and maintain a distinctive brand persona. The course examines the principles, strategies, and creative processes that contribute to the design and production of a compelling brand identity. To gain exposure and high levels of engagement with their audiences, students will explore current practices in search optimization and the effective use of paid, earned, and referred channels.

Prerequisites: DGM 1213

DGM 2413 Digital Media Analytics (2-2-3)

The ability to gather, interpret, and apply insights from digital data and analytics is an essential skill for marketers, designers, analysts, and communication professionals in today's complex and digitally saturated communication environment. The purpose of this course is to examine how data analytics can transform digital media strategies and enhance campaign effectiveness. Students will develop digital analytics skills using evidence-based and open-sourced datasets.

DGM 2423 Social Media Content Creation (2-2-3)

In this course students will develop the skills and insights needed to develop compelling, impactful social media content campaigns across various medium platforms based on industry briefs from clients. A comprehensive exploration of the human-centered and audience-driven techniques involved in the creation of effective content is provided in this course.

Prerequisites: DGM 1213

DGM 2433 Creative Writing (2-2-3)

Examines the narrative arc of creative writing, including characters, conflict, setting, narrative, and dialogue. Students will read diverse works of fiction and poetry, and analyze texts related to creative writing. Through discussion and analysis of literary techniques, students will develop vocabulary for discussing fiction. Continuous writing practice will facilitate the development of students' creative writing skills and their ability to adapt to new forms of writing.

DGM 3003 Fashion Communication (2-2-3)

Students will gain an understanding of fashion, communication and social identity related to brands. Students will be introduced to the history of fashion and its profound impact on culture, society, and the global economy. The course explores the complex world of the fashion industry, emphasizing the importance of public relations, branding, and global content creation within the fashion industry. Through this course, students will gain a deeper understanding of fashion communication and how it plays a critical role in shaping the industry and its social agenda

DGM 3013 Creative Writing (2-2-3)

This course examines the narrative arc of creative writing, including characters, conflict, setting, narrative, and dialogue. In this course, students will read diverse works of fiction and poetry and analyze texts and theories related to creative writing. Through discussion and analysis of literary techniques, students will develop vocabulary for discussing fiction. Continuous writing practice will facilitate the development of students' creative writing skills and their ability to adapt to new forms of writing.

DGM 3023 Media Innovation (2-2-3)

Students will develop media production and design skills in new immersive and innovative technologies and apply their knowledge to the digital media and design industries. Students will analyze innovative technology, and develop an understanding of the impact technology has on the media.

DGM 3033 The Creative Industries (2-2-3)

In this course, students will examine the evolving creative industries economy and the impact the sector has on modern culture agenda setting and innovation of audience experiences. Cultural institutions will be examined in relation to their role in setting the economic, social, and tourism agendas of communities. Students will develop engagement and public relations skills in order to contribute to the emerging industries and cultural economy. Students will design strategies to leverage the power of cultural institutions to create economic and social value.

DGM 3043 Field Trip (2-2-3)

Students will engage in field-based immersion studies and practical experiences that integrate theory, practice, cultural and industry studies. Students will experience a dynamic blend of exploration, discovery, and personal growth during this course.

DGM 3503 Convergent Journalism (2-2-3)

Information production, distribution, and consumption have been reshaped by the convergence of various communication channels. In this course, students explore the fusion of traditional and digital media, gaining an understanding of how media convergence is affecting how we communicate, connect, and consume content. Students will analyze the impact of the merging digital media platforms on the setting of news agendas and current affairs debates in terms of economic, social, and cultural factors. The knowledge gained in the course will culminate in the creation of a website.

Prerequisites: DGM 1223

DGM 3513 Public Relations (2-2-3)

In this course, students are introduced to the research and theory that serve as the basis for public relations practice. By analyzing case studies and industry practices, students will gain a deeper understanding of the crucial role that Public Relations plays in assisting organizations to achieve their objectives. This course will provide students with an understanding of current issues in public relations as well as the importance of practicing ethically and socially responsible public relations.

Prerequisites: DGM 2313

DGM 3523 Event Management (2-2-3)

Event design and management is an integral part of a marketing and communication strategy to reach a target audience. In this course students will be introduced to integrated event management and will create, orchestrate, and optimize events that transcend traditional boundaries. Students will apply their theoretical understanding by presenting a campaign strategy response to a client brief, demonstrating their capacity for problem analysis and to develop appropriate and timely program solutions to realistic industry timelines.

Prerequisites: DMD 2423

DGM 3533 The Pitch: Persuasive Presentations (2-2-3)

In today's competitive business landscape, the ability to communicate your ideas, products, and services effectively is a paramount skill. This course offers a transformative journey to elevate your pitching prowess. Students will learn how to deliver captivating presentations and develop techniques to represent their projects with strong advocacy and an awareness of audience.

Prerequisites: DGM 2303

DGM 3543 Communication and Technology (2-2-3)

Exploring the intersection of communication and technology, this course focuses on how digital tools and platforms shape the way we write, share, and consume information. Students will develop advanced writing skills tailored to various digital contexts, learning to effectively communicate in professional, academic, and personal settings. By the end of the course, students will be proficient in creating compelling content for diverse digital audiences and will understand the broader impact of technology on communication practices.

Prerequisites: DGM 1223

DGM 3603 Integrated Marketing (2-2-3)

In this course students will analyse the principles, strategies, and tools required to develop and execute integrated marketing campaigns that harness the power of traditional and digital media. Students will practise the skills to develop, convey, and assess the impact of marketing messages, merging them with traditional marketing strategies.

Prerequisites: DGM 2413

DGM 4703 Organizational Communication (2-2-3)

This course delves deep into the intricacies of organizational communication strategies, emphasizing the use of digital media to enhance engagement, collaboration, and overall performance within an organization. Throughout this course, students will engage in practical exercises that mirror industry communication challenges faced by organizations. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with industry practice.

Prerequisites: DGM 3513

DGM 4716 Industry I (1-20-6)

In this course students will collaborate with industry partners, gain practical experience, and develop a comprehensive understanding of the complexities and challenges of the digital media industry in this course. In addition to exploring the company's background, mastering internal communication strategies, branding, and stakeholder engagement, students will work in situ in an employer's workplace.

DGM 4733 Brand Management (2-2-3)

This course equips students with the knowledge to create, cultivate, and enhance brands, transforming them into influential assets that connect with audiences, foster loyalty, and contribute to business success. Students will gain the ability to identify finely crafted brands and articulate the strategic significance of a brand. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with industry practice.

Prerequisites: DGM 2403

DGM 4743 Capstone I (2-2-3)

Students will develop a research project in this course for the purpose of defining a problem, developing strategy, delivering a research methodology, and analysing research and presenting the communication outcomes as a project. Working in creative teams, students will propose an innovative solution to an organizational need, plan the project to industry standards, and present the proposal as a presentation to a client. The students will complete project milestones, discuss their work with peers, and collaborate with industry professionals.

Prerequisites: DGM 3523

DGM 4803 Intercultural Communication (2-2-3)

This course offers a transformative journey to navigate intercultural interactions with confidence and sensitivity. Students will learn about the interconnected and diverse global landscape, and how the importance of effective communication across cultures is essential for fostering understanding, collaboration, and harmony. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with industry practice.

Prerequisites: DGM 3513

DGM 4816 Industry II (1-20-6)

Students in this apprenticeship program gain practical experience and a deep understanding of the challenges faced by the digital media industry through collaboration with industry partners. Weekly topics cover intercultural communication, media relations, visual communication, crisis management, and legal considerations. Students will apply their knowledge of digital media practices to industry specific situations during this foundational year.

Prerequisites: DGM 4716

DGM 4833 Media Relations (2-2-3)

This course aims to develop the writing and distribution of messages in a variety of formats to multiple media channels and platforms. It also evaluates best media practices and principles in the industry. Students will learn how to engage with journalists and media outlets, a crucial skill for both individuals and organizations. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with industry practice.

Prerequisites: DGM 3503

DGM 4843 Capstone II (2-2-3)

In this course students develop and implement a production plan based on the research and proposal work from Capstone I. Students apply their campaign and project management skills to an industry-relevant project in response to an organizational need. Students will demonstrate their knowledge of entrepreneurship, marketing, communication, self-management, project management, and collaboration through project milestones. Students will design, execute, and evaluate their project, which will also be reviewed by peers and industry professionals.

Prerequisites: DGM 4743