



Bachelor of Arts in Digital Journalism and Media



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“Digital technology is transforming how we communicate messages in immeasurable ways. Storytelling is moving away from traditional methods and embracing digital or “new” media. And while the media might be changing, the need for passionate and professional seekers of truth has never been more critical. New job functions, business models, and legal/ethical issues require that students have different skill sets and theoretical perspectives to reach the attention of 21st century viewers. The online Bachelor of Arts in Digital Journalism and Media can prepare you for the fast-changing field of digital journalism and other web-based communications careers, including multimedia storytelling, digital production, and digital media management.”

—Dr. Shannon Kennan
Donald P. Bellisario
College of Communications



PennState
World Campus

A leader in online learning since 1998

To learn more about the Bachelor of Arts in
Digital Journalism and Media, visit:
worldcampus.psu.edu/djm

Bachelor of Arts in Digital Journalism and Media

In this age of digital media, you want to set yourself apart with a communications degree that accounts for the current landscape of content creation and distribution. Penn State's online Bachelor of Arts in Digital Journalism and Media is a 120-credit program designed to provide an education founded on the principles of communication, with an added emphasis on creating and delivering quality content for digital news and media organizations.

Digital journalism and media provide a number of avenues for consumers to receive information. This program can prepare you to be part of this digital storytelling experience through topic areas in digital journalism, visual media, and media management. As a student in this program, you can acquire digital journalism and media skills, earn a recognized Penn State credential, and gain confidence to stand out in interviews and the workplace.

View courses and more: worldcampus.psu.edu/djm



Your Digital Journalism and Media Curriculum

Your studies will include course work in news writing, media ethics, communication technologies, reporting, and more. After you gain a foundation in the core values and competencies of the program, you can further specialize your education with courses from topic areas such as:

Digital Journalism

Develop the fundamental skills required to pursue a journalism career.

Visual Media

Prepare for a career as a content producer with knowledge of how to use striking imagery to engage viewers.

Media Management

Learn to direct, execute, and track campaigns for media companies.

Upon graduation, you should be able to:

- › write and produce content for digital journalism organizations
- › apply multimedia skills to research, develop, create, and assess pieces appropriate to specific mediums and audiences
- › understand ethics and laws regarding freedom of speech and the press

The program's course work in journalism includes:

- › News Writing
- › Principles of Multimedia Journalism
- › Principles of Strategic Communication
- › Reporting Techniques
- › News Editing
- › Advanced Photojournalism

Media courses include:

- › Digital Media Management
- › Digital Media Metrics
- › Newsroom Management
- › Idea Development and Media Writing
- › Intermediate Documentary Production
- › Telecom Management and Leadership

View a full list of learning outcomes and course offerings:

worldcampus.psu.edu/djm

Become a Voice of Truth

This degree can provide you with the skills to write or produce high-quality content for digital media organizations targeted to a number of audiences and purposes. The need for qualified writers and content producers for digital outlets makes acquiring your degree online through Penn State World Campus a key step in expanding your opportunities for employment in a wide range of organizations. As a graduate of the online Bachelor of Arts in Digital Journalism and Media program, you will have obtained a degree designed to prepare you for jobs such as:

- › digital media specialist
- › reporter
- › writer
- › online journalist
- › communications specialist
- › digital news editor
- › content manager
- › social media strategist
- › web producer
- › audience engagement manager
- › media assets coordinator
- › editorial data analyst

This degree can also prepare you to succeed in your field of choice or help prepare you to further your education at the graduate level.



Why Penn State?

A Respected, High-Quality Education

In 1892, Penn State founded one of our nation's first correspondence courses. In 1998, we were one of the first major accredited universities to provide online education. We are committed to ensuring that you have access to a quality academic experience, even when you have job and family obligations to fulfill. Our digital journalism and media program has been developed through a partnership between Penn State's Donald P. Bellisario College of Communications and Penn State World Campus, a pioneer in providing global online access to a real university education.

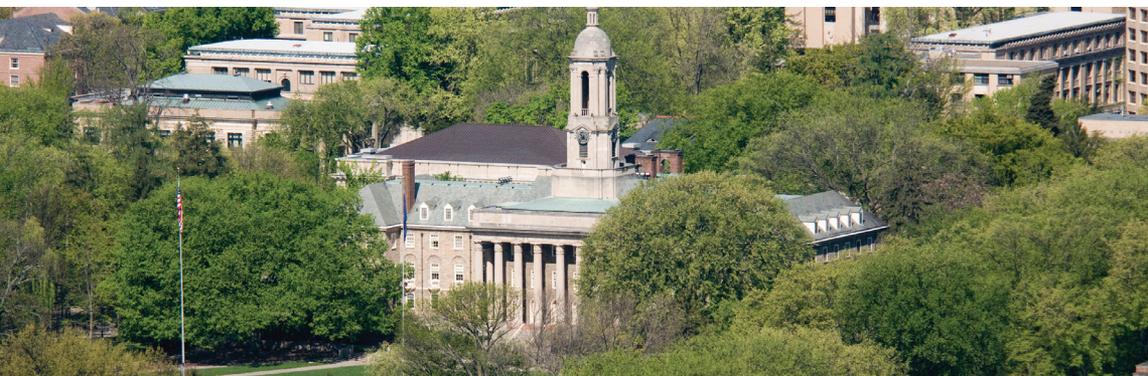
Your online courses are the same academically challenging courses that are taught on campus. Yet they give you the flexibility and convenience to study wherever you are, at times that suit your own schedule.

Faculty

The courses in the Bachelor of Arts in Digital Journalism and Media program are designed and taught by Penn State professors whose teaching and research interests combine academic expertise and industry experience. They are leaders in their fields and experts in the subjects that they teach, and they are committed to making sure you get a quality academic experience in your online programs.

Employer Recognized and Accepted

The online undergraduate digital journalism and media program will carry the same Penn State commitment to high quality that is respected by employers everywhere. And when you graduate, your diploma will be the same as any other awarded by Penn State. Penn State World Campus is the real Penn State. The only difference is the way in which the courses are delivered to you.



Begin Your Application Today

To start the application process, visit worldcampus.psu.edu/djm and click on the “Apply Now” button to access your application. Remember that admissions counselors are available to talk with you about your educational goals, financial aid options, and application deadlines.

Deadlines

Please visit your program’s “How to Apply” page for application deadlines.

Application Materials

- › Official high school transcripts or GED transcript
- › Official military transcripts (if applicable)
- › Official college or university transcripts (if applicable)
- › TOEFL or IELTS scores (if applicable)
- › Complete application form and fee



Please visit our website for a more detailed description of the requirements and application procedure: worldcampus.psu.edu/admissions

Did You Know?

- › Penn State has aligned its online programs, student support services, policies, and procedures to support military personnel, veterans, and military family members.
- › Penn State World Campus is consistently ranked in the top 10 by *U.S. News & World Report* for having the best online bachelor's programs.



Contact Us

Admissions Questions

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