About The Major
Digital media journalists may work on reporting, news writing, editing and design, online journalism, mobile journalism, sports journalism, photojournalism, and media law and ethics. The major and minor are popular with students from all areas across campus who want to write well and understand the best practices in ethical reporting and great storytelling.

Sample Course Work
Digital Toolbox
Fundamentals of Journalism
Writing for Digital Media
INews Writing and Reporting
Professional and Public Communication
Advocacy Campaigns

Possible Careers
Digital Media Manager
Video Production Specialist
Digital Media Producer
Video Editor/Videographer
Social Media Producer
Photojournalist/Editor
Technical Writer
Digital Media Specialist
Marketing and Communications Manager

Skills Needed
- Problem-solving
- Communication skills
- Writing skills
- Creativity
- Social Media skills
- Critical thinking
- Dependability
- Adaptability
- Time Management

UNI Graduates: Where Are They Now?
- Viking Pump, Inc.
- Wartburg College
- Around the Corner Productions
- The Des Moines Register
- NEWS 7 KWWL
- Casey’s General Stores, Inc.
- PDCM Insurance
- Luther College
- Community Foundation of Northeast Iowa
- Farm Journal
- John Deere
- Absolute Dental Services, Inc.
- Iowa International Center