

# DIGITAL MEDIA LEADERSHIP

University of Northern Iowa College of Humanities, Arts, and Sciences

<https://chas.uni.edu/cm/majors/digital-media-leadership-major>

## About The Major

Digital media leadership helps you develop media management strategies and entrepreneurial skills for producing, distributing, marketing, and monetizing digital media content across platforms.

## Sample Course Work

Writing for Digital Media

Digital Media Industries

Professional and Public Communication

Principles of Marketing

Creativity, Storytelling, and Identity

Digital Media Distribution

## Possible Careers

\*Some titles may require further education

Digital Media Coordinator

Digital Media Director

Digital Media Analyst

Communication Manager

Interactive Manager

Media Strategist

Digital Media Specialist

Digital Marketing Consultant

Communication Specialist

Social Media Manager

## UNI Graduates: Where Are They Now?

- University of Northern Iowa
- Principal Financial Group
- John Deere
- Spinutech
- Mudd Advertising
- KTG Y
- Farmer State Bank
- Around the Corner Productions
- Wells Fargo
- University of Iowa
- CUMULUS MEDIA
- Wellmark Blue Cross and Blue Shield

## Skills Needed

- Adaptability
- Strategic Thinking
- Teamwork
- Emotional Intelligence
- Critical Thinking
- Attention to Detail
- Time Management
- Creativity
- Storytelling