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
- Digital Media Coordinator
- Communication Manager
- Digital Media Specialist
- Social Media Manager
- Digital Media Director
- Interactive Manager
- Digital Marketing Consultant
- Digital Media Analyst
- Media Strategist
- Communication Specialist

UNI Graduates: Where Are They Now?
- University of Northern Iowa
- Principal Financial Group
- John Deere
- Spinitech
- Mudd Advertising
- KTGY
- 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