

DIGITAL ARTS (DIGI)

DIGI 700 Digital & Strategic Communication Orientation I 3 Credit Hour(s)

Synthesizing introduction for new PhD students to provide information about the doctoral program and philosophy of the graduate program, as well as resources available through the School of Communication & Digital Content and university.

Offered: Online

DIGI 705 Digital & Strategic Communication Orientation II 3 Credit Hour(s)

Continuation of introduction for new PhD students, with emphasis on connecting theories of audience and consumer behavior, digital strategies, and media use to communication application.

Offered: Online

DIGI 710 Communication Research Methods 3 Credit Hour(s)

Online Prerequisite: DIGI 700

The types and uses of digital and strategic communication audience measurements, the use of big data in shaping the user experience and organizational strategy.

Offered: Online

DIGI 715 Advanced Communication Theory 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course is an examination of the most current theories, scholarship, and published research in all areas of communication field.

Offered: Online

DIGI 720 Qualitative Data Analysis 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course explores the theory and practice of analyzing qualitative data utilizing content analysis in social science research.

Offered: Online

DIGI 750 Qualitative Research Methods 3 Credit Hour(s)

Online Prerequisite: DIGI 700

Advanced study of qualitative research methods including open-ended questionnaire, in-depth interview, media analysis, ethnography, and focus group in the communication field.

Offered: Online

DIGI 760 Mixed Methods Research 3 Credit Hour(s)

Online Prerequisite: DIGI 700

Advanced study of mixed methods research methods. The course will utilize qualitative and quantitative methods to develop insights from data in the communication field.

Offered: Online

DIGI 825 Seminar: From Digital Analytics to Communication Action 3 Credit Hour(s)

Online Prerequisite: DIGI 700

A study of the use of analytics in shaping promotional messages in the digital age, maximizing the effectiveness of digital and strategic communication.

Offered: Online

DIGI 830 Seminar: Design, Technology, and Visualization 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course focuses on the utilization of principles and practices of video, graphic, and online visual persuasion.

Note: Course offered beginning in Spring 2020

Offered: Online

DIGI 835 Current Topics in Content Communication 3 Credit Hour(s)

Online Prerequisite: DIGI 700

Understanding content creation, which is a strategic communication approach emphasizing the use of content to mediate messages and drive profitable affiliate interaction.

Offered: Online

DIGI 845 Communicating Research Data 3 Credit Hour(s)

Online Prerequisite: DIGI 700

Effective use of communication channels in the age of digital media requires extensive understanding and knowledge of data visualization and presentation. This course focuses on the principles and practices of video, graphic and online visual persuasion.

Offered: Online

DIGI 850 Mediated Communication 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course will research and investigate mediated communication technologies for insights into the convergence of technology and communication.

Offered: Online

DIGI 855 Communication & Strategic Change 3 Credit Hour(s)

Online Prerequisite: DIGI 700

Today's global marketplace sets the stage for increasingly complex environments. In this course, the intersection of communication and strategic change invites a more thoughtful exploration of how digital, social and organizational elements can be engaged together to advance sustainable solutions.

Offered: Online

DIGI 860 Communication and Philosophy 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course examines the core questions, concepts, and problems of communication in philosophical terms. The student will study a series of philosophical metaphors, theories, and schools of thought that will help us understand the complexities of the philosophy of communication and meaning-making.

Offered: Online

DIGI 880 Research Concepts 3 Credit Hour(s)

Online Prerequisite: DIGI 700

This course will focus on students preparing a Concept Paper and preparing students for their applied doctoral research project.

Offered: Online