

ACADEMIC CATALOG

2026–2027

Addendum



This addendum to the Dean College 2026-2027 Academic Catalog contains three program updates, effective as of September 3, 2026.

These updates are designed to provide students with outstanding curriculum that will prepare them for career and graduate school opportunities in growing fields.

1. A new bachelor's degree program: A Bachelor of Arts in Content Creation and Influencing

Overall degree requirements for all Dean College degrees, as well as full course descriptions for the courses in these new programs and all Dean College programs can be found in the 2026-2027 Dean College Academic Catalog.

CONTENT CREATION AND INFLUENCING

Program Description

The Content Creation and Influencing major is designed for students looking to build careers in the dynamic world of online content creation. This interdisciplinary program combines principles of media production, creative writing, storytelling, and marketing to provide students with a deep understanding of content creation across various digital platforms, including social media, websites, podcasts, and film and video. Through major coursework, students will learn how to develop engaging content, build personal brand identities, and tell appealing stories that connect with a wide array of audiences. The curriculum also focuses on technical skill-building, critical and ethical use of other people's work, quality control techniques, and the ethics of artificial intelligence algorithms.

Students in this major will gain hands-on experience creating high-quality visual, audio, and written content, learning both the technical and creative aspects of production. These experiences will build skills that are increasingly in demand by businesses and civic organizations looking to leverage social media and other digital platforms for marketing and audience engagement. Projects such as designing a digital magazine, making a short documentary, or producing a podcast will allow students to apply their skills in real-world settings, preparing them for careers as content creators, digital storytellers, social media managers, and influencers. Whether working for themselves or with established organizations, graduates will be equipped to understand, build, and influence in the world of digital content creation.

Content Creation and Influencing majors are strongly encouraged to minor in Marketing.

Program Learning Goals

Through the course of study for the bachelor's degree in Content Creation and Influencing, students will be provided an opportunity to learn how to:

- Produce high-quality content across digital media platforms, using audio, video, and web design techniques and equipment.
- Deploy storytelling techniques that engage culturally diverse audiences, using intercultural and global communication concepts and tools.
- Formulate marketing and social media plans for a digital environment.
- Integrate research critically and ethically into all aspects of the content production process, from ideation to finished product.
- Collaborate effectively on content production projects with diverse teams of individuals.
- Articulate, reflect upon, and defend essential professional skills learned in the major and formulate a career plan.

Minors

Students enrolled in any Dean College bachelor's degree program may opt to complete a minor, which consists of a total of 18 credits, at least 6 credits of which must be at the 300- or 400-level. A list of available minors with their specific requirements can be found on pages 162–168. Students may not earn a minor in the same discipline as their major.

Careers and Graduate School

After completing their bachelor's degree, Dean graduates have a variety of exciting possibilities. Having had multiple hands-on, real-world work experiences throughout all four years, Dean graduates enter the workplace with the skills to begin their career. Others choose to attend graduate school after completing their Dean degree. Dean faculty and staff offer mentoring and programs on a range of career preparation topics, such as resume writing, interviewing skills, career and job search techniques, researching potential employers and networking, and researching and applying to graduate programs.

Content Creation and Influencing Degree Requirements

CORE (40 credits)

ENG 111 — Composition I (3 cr)
ENG 112 — Composition II (3 cr)
SPC 101 — Communication Fundamentals (3 cr)
Core Mathematics Elective* (3 cr)
Core Lab Science Elective* (4 cr)
Core Distribution Arts Elective* (3 cr)
Core Distribution Humanities Elective* (3 cr)
Core Distribution Natural Sciences and Mathematics Elective* (3 cr)
Core Distribution Social Sciences Elective* (3 cr)
COM 327 — Applied Professional Communication (3 cr)
9 credits Upper-Division Liberal Arts Electives (from outside the major)

MAJOR (57 credits)

COM 122 — Digital Audio Production I (3 cr)
COM 123 — Digital Video Production I (3 cr)
COM 124 — Web Design and Social Media Production (3 cr)
COM 211 — Media Writing (3 cr)
COM 380 — Podcasting (3 cr)
COM 421 — Documentary Filmmaking: Technical or HUM 422 — Documentary Filmmaking: Content Development (3 cr)
3 credits in one of the following tracks:

- Dean Radio – Music and Entertainment: COM 112 — Dean Radio/Music and Entertainment (1 cr) and COM 312 — Advanced Dean Radio/Music and Entertainment: Producing and Directing (2 cr)
- Dean Radio – News and Sports: COM 115 — Dean Radio/News and Sports (1 cr) and COM 315 — Advanced Dean Radio/News and Sports (2 cr)
- Dean TV: COM 116 — Dean TV (1 cr) and COM 355 — Advanced Dean TV: Producing and Directing (2 cr)

ENG 101 — As Good As Your Word (3 cr)
ENG 219 — Introduction to Journalism (3 cr)
Creative Writing Elective (3 cr) selected from ENG 220 — Creative Writing: Non-Fiction, ENG 222 — Creative Writing: Fiction, or ENG 223 — Creating Writing: Poetry
ENG 445 — Copyediting (3 cr)
ENG 446 — Digital Publishing (3 cr)
ENG 495 or COM 495 — Senior Capstone (3 cr)
MKTG 230 — Digital Marketing (3 cr)
MKTG 235 — Principles of Marketing (3 cr)
PHL 313 — Artificial Intelligence Ethics (3 cr)
DCA 100 — Campus Connections: Making the Transition (1 cr)
DCA 110 — Career Connections I: Developing Your Brand (1 cr)
DCA 200 — Career Connections II: Creating Your Plan (1 cr)
DCA 300 — The Internship Experience (3 cr)
DCA 350 — Future Connections: Launching Your Career (3 cr)

ELECTIVES (24 credits)

24 credits open electives

NOTES

*See pages 216-217 for the list of Core Mathematics Elective, Core Lab Science Elective, and Core Distribution Elective Courses.

TOTAL CREDITS: 121