



## ONLINE BACHELOR OF ARTS EMERGING MEDIA

### Influence the World through Media!

The University of South Carolina Aiken's online Bachelor of Arts in Emerging Media empowers students to engage with media through historical, cultural, and ethical lenses, fostering an understanding of its prevalent influence in our lives and society. By delving into areas such as graphic design, photography, videography, UX & UI design, social media analytics, and data visualization, students not only enhance their media literacy but also acquire practical skills essential for thriving in today's workforce. Through this program, students cultivate critical thinking abilities vital for both creating and consuming media, positioning themselves as sought-after candidates in the dynamic media landscape.

### Curriculum

The core curriculum includes the following courses:

- **Intro to Communication** - 3 credit hours
- **Public Speaking** - 3 credit hours
- **Writing Across the Media** - 3 credit hours
- **Media and Culture** - 3 credit hours
- **Visual Communication** - 3 credit hours
- **Data Visualization** - 3 credit hours
- **Workplace Communication** - 3 credit hours
- **Visual Communication II** - 3 credit hours
- **Digital Storytelling** - 3 credit hours
- **Content Creation Capstone** - 3 credit hours

### Prerequisites and Requirements

To apply for this online degree program, students must have a preferred 2.0 cumulative GPA in all previous college-level coursework. In addition to 45-60 credit hours from a regionally accredited institution, students transferring to the program are encouraged to review the list of completed coursework needed for eligibility on the program's webpage.



### IN-DEMAND CAREERS

- Content Creator/Film and Video Editors
- Social Media and Digital Marketing and Advertising Specialist
- Media Relations
- Public Relations Specialist
- Reporter, Journalist, Broadcaster
- Photography and Videographer
- Graphic Designer



### AVERAGE STARTING SALARY

**\$40,000-\$65,000**



### PROJECTED JOB GROWTH

The United States Department of Labor predicts above average job growth for film and video editors. Demand is expected to increase 7% by 2032.



### EMPLOYERS HIRING COMM GRADUATES

- Media Companies
- Advertising and Marketing Firms
- Sports and Entertainment Organizations
- News Industry



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