

2025-2026 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE

MAJOR: Interdisciplinary Studies: CONTENT CREATION AND DIGITAL MARKETING

Field 1: Media and Design

Field 2: Marketing

Credit Hours

***MAJOR PROGRAM REQUIREMENTS**

IDS 101: Introduction to Interdisciplinary Studies	3
IDS 499: Interdisciplinary Studies Capstone	3

***FIELD #1 REQUIREMENTS** (at least 18 upper-level credit hours)

MEDA 110: Introduction to Media Production	3
DSCI 120: AI Literacy and Critical Thinking	3
MEDA 219: Commercial Photography	3
MEDA 261: Commercial Broadcast Writing (AV Scripts, Advertising for TV & Radio)	3
MEDA 200: Foundations of Digital Production	3
MEDA 209: Audio Production I	3
DES 102: Foundations of Graphic Design	3
DES103: Graphic and Interactive Design I	3
DES 104: Typography I	3
MEDA 310: Digital Video Production	3
MEDA 460: Emerging Media	3
MEDA 498: Digital Media Prod Exit Project or DES 499 Senior Des Portfolio	3
MEDA, DES, or MKT 300-level or above	3
MEDA, DES, or MKT 300-level or above	3
MEDA, DES, or MKT 300-level or above	3

***FIELD #2 REQUIREMENTS** (at least 12 upper-level credit hours)

MKT 201: Principles of Marketing	3
MKT 305: Integrated Marketing Communications	3
MKT 340: Social Media Marketing	3
MEDA, DES, or MKT 300-level or above	3
MEDA, DES, or MKT 300-level or above	3

Total Hours in Major **66**

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

A. Core Academic Skills (9 hours)	
*ENGL 101: Writing and Inquiry I	3
*ENGL 102: Writing and Inquiry II	3
Mathematics	3
B. Humanities and Fine Arts	6
(6 hours selected from 2 different disciplines)	
C. Behavioral and Social Perspectives	6
(6 hours selected from 2 different disciplines)	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
D. Scientific and Mathematical Reasoning	7
(7 hours selected from 2 different disciplines, 1 lab science required)	
E. Founding Documents of the United States	3

HIST 111R: United States History to 1877 or
HIST 112R: United States History since 1877 or
POLS 101R: American National Government

If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.

F. **World Cultures** 3

G. **LINK 101: Leadership, Involvement, Networking and Knowledge** 1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

TOTAL GENERAL EDUCATION REQUIREMENTS 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

ADDITIONAL ELECTIVES OR MINOR 19

TOTAL FOR BS DEGREE 120

* Students must earn a "C" or better in all program requirement courses and in ENGL 101 and ENGL 102.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.
<https://www.lander.edu/academics/registrars-office/major-guides.html>