Graduate Certificate in Center for the Digital Globe

The Center for the Digital Globe (CDiG) offers a 12 credit hour graduate certificate program established by the College of Business, School of Journalism, School of Law and the Department of Textile and Apparel Management in the College of Human Environmental Sciences. The program is available to graduate students, professional students, and non-degree students already possessing a bachelor's degree. While the requirements are the same for all students, the admission and eligibility process differs. See below for details.

The certificate program supplements the students' studies within the various colleges and schools that make up the University, and attests to the student's successful completion of a required course of study with emphasis on the managerial, theoretical and policy-related issues associated with digital media, electronic commerce and globalization. Students receiving the certificate will have demonstrated competencies in:

- **Technology** - Students need not have achieved mastery of specific engineering, programming or application skills. Instead, the students must demonstrate a working understanding of how digital technologies function.

- **Global Communication** - One of the primary characteristics of digital technologies, and particularly the Internet, are their function as worldwide communications media. Whether from the perspective of journalism, business or the law, the impact of these new communications channels has been substantial. Students should achieve an understanding of how new media are different from print or broadcast media and the consequences of those differences.

- **Business** - Students should be well grounded in the principles, opportunities and ethical uses of electronic commerce and its impact on journalism, law and commercial practices.

- **Culture and Society** - Digital media raise recurrent questions which call for political and social solutions. Students should be able to understand the broader issues raised by technological change and be prepared to take positions of leadership as such issues present themselves. Examples of such issues are questions of globalization, political boundaries, access, ownership and uses of information, marketing, etc.

To achieve the goals of the certificate and assure its value to students, the University and prospective employers or donors, the certificate program enjoys certain characteristics. Perhaps most fundamental is the interdisciplinary nature of the program. While each department has the capability of offering a course emphasis, track or intra-departmental certificates to students in the area of technology and commerce, one of the fundamental concepts underlying the Center is the value and necessity of approaching these issues from the perspective of various disciplines. With these principles in mind, the program has been designed to assure that the interdisciplinary character of the course of work will be emphasized. The required course work compels students to come together for an interdisciplinary introduction to their studies and permits them to work separately and within their respective disciplines for further study. Students come together for a concluding experience that involves working collectively through a case study.

### Requirements

Electives should be determined in consultation with the student’s CDiG affiliated advisor or graduate advisor (if degree seeking). Students must maintain a minimum grade of 3.0 or equivalent in each course to receive credit toward completion of the certificate. No more than six of the twelve credits necessary for the CDI G Graduate Degree Dependent Certificate may count toward a graduate degree or law degree.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANGMT 8100</td>
<td>Exploring the Digital Globe (offered Fall semester)</td>
<td>3</td>
</tr>
<tr>
<td>Electives at the graduate level (see list below)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>JOURN 8054</td>
<td>Entrepreneurship and Media of the Future (offered Spring semester)</td>
<td>3</td>
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**Total Credits**: 12

### Approved Electives

- **JOURN 7262**  | Digital Strategy I | 3
- **JOURN 7430**  | Computer-Assisted Reporting | 3
- **JOURN 7566**  | Electronic Photожournalism | 3
- **JOURN 7700**  | Participatory Journalism | 1-3
- **JOURN 7734**  | Journalism and Chaos: How to Understand and Cover 21st Century Business Models | 3
- **JOURN 7804**  | Convergence Reporting | 3
- **JOURN 7806**  | Convergence Editing and Producing | 3
- **JOURN 7974**  | Advanced Internet Applications for Radio/TV News | 3
- **JOURN 8054**  | Entrepreneurship and Media of the Future | 3
- **LAW 5455**    | Copyright Law | 1-3
- **LAW 5640**    | Intellectual Property | 1-3
- **LAW 5820**    | Patent Law and Policy | 1-3
- **LAW 5920**    | Trademark Law | 1-3
- **MANGMT 8054** | Entrepreneurship and Media of the Future | 3
- **MANGMT 7410** | Management Information Systems | 1.5
- **MRKTNG 8650** | Digital Marketing | 1-3
- **T_A_M 8130**  | Supply Chain Management in the Global Softgoods Industry | 3

### Admission and Eligibility

**Academic Requirements for the Stand-Alone Certificate**:

Prerequisite for the stand-alone certificate is a baccalaureate degree. Professional students who are pursuing the stand-alone certificate must dually enroll in the Graduate School, be admitted to the CDI G Graduate Certificate Program and receive graduate credit for their 12 semester hours of stand-alone certificate courses. Others seeking this certificate who are not professional students and have not been admitted to Graduate School must also apply and be admitted to the CDI G Graduate Certificate Program. Apply online (https://applygrad.missouri.edu/apply).

**FOR ADDITIONAL INFORMATION**:

See the Center for the Digital Globe web site for further program details, including contact information, courses, affiliated faculty list, etc.: [http://cdig.missouri.edu/graduate/](http://cdig.missouri.edu/graduate/).

Federal Gainful Employment disclosure information for this Graduate Certificate is available at [https://gradstudies.missouri.edu/fged/52.0208-Gedt-Center_Digital_Globe.html](https://gradstudies.missouri.edu/fged/52.0208-Gedt-Center_Digital_Globe.html)