

# COMMUNICATION AND MEDIA MANAGEMENT (GABELLI UNDERGRADUATE) (CMBU)

## **CMBU 2664. Business Communications: GSB Integrated Core Only. (1.5 Credits)**

This course offers a chance to improve basic competency in written and verbal business communication skills. The ability to communicate well is crucial to career success. Corporate cultures, international communications, conversational strategies, timed writing, interviewing, problem solving, business style are discussed.

## **CMBU 2665. Business Communication. (3 Credits)**

This course offers a chance to improve basic competency in written and verbal business communication skills. The ability to communicate well is crucial to career success. Corporate cultures, international communications, conversational strategies, timed writing, interviewing, problem solving, business style are discussed.

**Attribute:** BUMI.

## **CMBU 2666. Business Communications: GSB Integrated Core Only. (1.5 Credits)**

This course offers a chance to improve basic competency in written and verbal business communication skills. The ability to communicate well is crucial to career success. Corporate cultures, international communications, conversational strategies, timed writing, interviewing, problem solving, business style are discussed.

## **CMBU 3434. Fundamentals of Integrated Marketing Communication. (3 Credits)**

Advertising is the most pervasive element of the marketing mix: the average American family of four is exposed to 1,500 advertising messages a day! Students will study the role of advertising in the marketing communications mix, allocating the promotional budget and developing advertising strategy: product positioning, creative development, media planning, research and control, legal issues and ethical considerations. Students will apply theories to case discussion and develop a full-fledged competitive advertising campaign for a potential "client." Note for Gabelli students: Since MKBU 3434 is an upper-level business course, credit for this course (for transfer students) can come only from accredited business schools (AACSB guidelines) and not from similarly titled courses at liberal arts colleges.

**Attributes:** CCMS, COMC, COMM, NMAC, NMDD, NMMI.

**Prerequisite:** MKBU 3225.

## **CMBU 3810. Applied Business Communications. (3 Credits)**

The emerging professionals' Institute for Applied Business Communication will promote the related skills that matter most in the professional workplace. Communications strategies reviewed will follow a pedagogy designed to empower participants through the use of simulated business experience.

**Attribute:** SOIN.

## **CMBU 4411. ST: Comm for Entrepreneurs. (3 Credits)**

Successful entrepreneurs are effective communications. This advanced course will help students launch their ventures by demonstrating effective communication skills. Specifically, this class will help students: (1) pitch their ideas with greater clarity and confidence; (2) sell their ideas to critical stakeholders; (3) brand themselves and establish their credibility; (4) spin their ideas so they stick on a crowded marketplace; and (5) gain valuable feedback about their ideas, brand and perceived expertise.

**Attribute:** ENT.

## **CMBU 4412. ST: Understanding Audiences/Users. (3 Credits)**

Understanding Audiences and Users examines how media audiences/users of digital media are measured, what we know about audience behavior and effects, and related ethical and policy questions. The course covers the challenges and techniques of measuring audience and user behaviors, including how this has changed and is still changing. Measurement systems studied include those used for "mass" media such as television, as well as digital and mobile media. It also explores what we know about how people use, and are affected by, various media. The class also tackles the regulatory and ethical questions that surround audience and user measurement, including questions of privacy, trust, and consent.

**Attributes:** CCMS, CMST, COMC.

## **CMBU 4413. Digital Media & Promo Comm. (3 Credits)**

Digital Media and Promotional Communication focuses on how companies, organizations, and individuals are using digital media to communicate and connect with all of their various stakeholder groups, including consumers. As the media environment changes with new technological capabilities to distribute and retrieve messages, companies promotional communication strategies must adapt as well. This course seeks to understand this media environment and apply it to the decision-making involved in a promotional communication context in terms of both message content development and message placement. Students will analyze digital media campaigns that companies have conducted in terms of their promotional communication brand goals. They will also develop their own digital media promotional communication campaigns. This course is examined through theoretical and practical means applied to current events and people affecting the world today.

**Attributes:** NMAC, NMDD.

## **CMBU 4414. Global Perspectives. (3 Credits)**

Global Perspectives for International Careers is a general introduction to international business practices and expectations. Students are introduced to international communications, law, and treaty agreements. Students will learn from case studies the cultural, historical, and financial dynamics within an international business environment. This course includes site visits within the financial and banking industry and also relevant social and cultural events.

## **CMBU 4415. ST: Intensive Sector Analysis: TV. (3 Credits)**

Television has been one of the cornerstones of media for over 75 years and has become a medium through which we understand and study our culture. From the Moon Landing to "Who Shot JR", to the White Ford Bronco chase, to the 2016 presidential election, television has helped to shape our industrial paradigms, social trends, and culture, and has served as a mirror to society. This class will study the sociocultural issues and effects associated with television by looking at it from various angles— including social, economic, political, and entertainment perspectives— and by reviewing the past, present, and future of television.

**CMBU 4416. ST: The Business of Video Games. (3 Credits)**

Topics covered in this course include the two economic crashes of the industry, gaming business models from the first generation (NES) to the ninth generation (PS5, Xbox Series X, Switch), as well as a forecast of new technologies, monetization models, and industry trends. Students will also learn the importance of ESG (environmental, social, and governance) frameworks within the gaming industry through analysis of political calls for censorship of violent video games after the release of *Mortal Kombat 2*, video game addiction among consumers, and the negative effects of compulsory overtime practices (i.e., “the crunch”).

**CMBU 4420. ST: Entrep Comm & Neg. (3 Credits)**

This course is designed to develop practical communication and negotiation skills for entrepreneurs. Key areas of instruction include: deal-making; personal selling and reputation building through business plan presentation; and use of communication and negotiation to develop effective social networks. Complementing theory with practice, the class will consist of hands-on stimulations and exercises as well as readings and materials from textbooks, practitioner journals, and case studies.

**Attribute:** ENT.

**CMBU 4440. ST: Theatre in Business. (3 Credits)**

This course is a highly practical application of theatre skills that support and develop innovative and entrepreneurial business thinking and practice. Experiential and accelerated learning techniques that include storytelling, improvisation, advanced presentation skills, play texts and performance that are used to develop: decision making, problem solving, risk taking and advanced leadership communication.

**CMBU 4443. ST: Personal Leadership. (3 Credits)**

This is a course that covers the topic of leadership in a personal way. The class starts with the premise that leadership is personal because it is manifested and comes through you, a human with a unique persona. The second premise is that generic lectures about attributes of leaders are less useful than helping you find an approach to leadership that fits your strengths. This helps you spend your time trying to become the best version of yourself rather than a mediocre copy of someone else. Not only do we all not have to lead the same way, followership is just fine as well and perhaps you learn a style of followership that works for you and adds value to others as well. The goal of the course is to help students develop their own style for their careers and their lives. The core of the course is the contribution that has been made to the leadership literature from the domain of research on emotional intelligence.

**CMBU 4445. ST: Global Media Business. (3 Credits)**

This course examines the profound changes in the current media landscape. Through the business lens students will learn, discuss and evaluate forces affecting media business. In particular this class will cover how media are created, distributed and exhibited in the new digital world, to give students an insider’s perspective how global media business operate.

**CMBU 4453. Social Media. (3 Credits)**

Social Media examines social media innovations and the disruptive force they have on traditional, established business, as well as how companies across various industries are handling these “new rules”. A key goal of the course is to understand social media through case studies, projects and using social media. In this course students will learn how social media works; why social media matters to business; and how to successfully use social media in a professional capacity.

**Attributes:** ENT, JOUR, JSME, NMAC, NMDD.

**CMBU 4454. Digital Media Sales Technologies and Strategies. (3 Credits)**

This course will provide students with a thorough understanding of the technologies underpinning digital media sales and advertising technology (ad tech) and the strategies by which publishers maximize monetization. Students will learn about the full life cycle of digital advertising and all the different technologies an ad impression funnels. The course will cover the different types of ad capabilities and monetization strategies that are available on all existing types of digital content, such as websites, apps, social platforms, and OTT. Students will be challenged to synthesize all aspects of ad tech and provide a critical analysis of potential monetization strategies and industry predictions,

**CMBU 4455. Communicating Corporate Image Responsibility. (3 Credits)**

This course demonstrates the value of pragmatic public relations activities through basic principles, case studies, and guest speakers. Students examine how inept communications and resulting public perceptions can create or deepen corporate crises. The course stresses criteria for selecting outside counsel, establishing relationships with the media, and communicating with employees and stockholders.

**CMBU 4456. ST: Global Corporate Communication. (3 Credits)**

The ability to influence is a critical skill for business professionals in any industry, including consulting. This course focuses on corporate communication, including both internal and external communication and includes sessions with faculty and industry professionals. We will first define corporate communication and persuasion to better understand how organizations develop long-term relationships with clients, as well as internal and external stakeholders. We will discuss how to assess corporate communication, as well as various modes of effective corporate communication. Students will demonstrate their ability to assess stakeholders and audit an organization’s communications. They will also gain experience in developing communication plans.

**CMBU 4458. ST: Introduction to Public Relations. (3 Credits)**

Strategic and tactical approaches to public relations as a business and as a business/management tool. Emphasis on planning and executing public relations programs and activities including relations with the news media and other external communications as well as internal/organizational communication. (This course is cross registered with MKBU 4458-Intro to Public Relations)

**Prerequisite:** MKBU 3225.

**Corequisite:** ACBU 2223.

**CMBU 4470. ST: Business of Media and Entertainment. (3 Credits)**

An introduction to the substantive business operations and media economics issues in the publishing, broadcasting, recorded music, new media and film industries. A required project links the course to the student’s specific business discipline.

**CMBU 4471. ST: Business of New Media. (3 Credits)**

An introduction to New Media industries covering matters of economics, technology and regulation; convergence in media and entertainment industries as well as social and cultural consequences. A required research paper or project links the course to the student’s specific business discipline.

**Attributes:** DTEM, ENT, NMAC, NMAT, NMDD, NMMI.

**CMBU 4472. Persuasive Communication. (3 Credits)**

This course provides students with insights into the process of influencing attitudes and behavior, with opportunities to hone their own persuasion skills. The latest research findings are applied to practical business situations. The ability to persuade is prized in corporate America. In the role of a manager, influence has replaced authority as the preferred means to lead. This course also prepares students for the many career paths in which persuasion is the key skill required, such as in media and corporate sales.

**CMBU 4474. ST: Exploration of Business Through Media. (3 Credits)**

This course uses documentary films as texts to stimulate discussions of contemporary issues in Business Communications and Media Management. The effects of media depictions of businesses and corporations, and how corporations respond to the challenges presented by these media depictions and the role of "social responsibility" in contemporary corporate culture as depicted by media will be discussed.

**Attribute:** ENT.

**CMBU 4477. ST: Cross Cultural Negotiation. (3 Credits)**

This course exposes students to the legal, ethical, and practical challenges of negotiating globally. It develops negotiation skill sets and enhances appreciation of the impacts of cultural difference and international institutional settings on business negotiations. Case-based simulations offer the opportunity to refine in practice the concepts learned in readings and films. Students will emerge from the course better prepared to work in multi-cultural teams and business settings.

**CMBU 4488. ST: Business of Sports Media. (3 Credits)**

This course will offer students the opportunity to develop a broader understanding of the multiple playing fields within the sports industry via in-depth study of leading media coverage primarily through the SportsBusiness Journal and the SportsBusiness Daily.

**Attributes:** JOUR, SJOR.

**CMBU 4489. ST: Managing Diversity in Media. (3 Credits)**

Today's media managers find themselves at a critical moment in which audiences and communities are rapidly becoming more and more diverse. Managing diversity as a media executive comes with unique considerations that extend beyond the employee composition of the firm, as both audiences and the content distributed play a role in maintaining diversity and inclusion. In this course, students will learn about how to better understand the race, ethnicity, and cultural backgrounds of media audiences; the social, political, and economic effects of creating content that features diverse topics, casts, and themes; and the value of having a diverse workforce of artists, producers, and managers. Over the course of the semester, students will develop a strategic diversity plan for a real-world media firm that includes a stakeholder register; PEST analysis; business need and justification; diversity goals and metrics; and specific recommendations, actions, and tactics with which the firm should proceed.

**CMBU 4706. Honors Thesis II -Comm Media. (3 Credits)**

Honors project in Comm Media.

**CMBU 4995. Internship Group. (0 Credits)****CMBU 4998. Summer Internship. (0 to 6 Credits)****CMBU 4999. Independent Study. (1 to 6 Credits)**

Independent Study.

**CMBU 75AS. Visual Business Communication Design. (3 Credits)**

A hands-on, workshop-style class that teaches students how to design effective business communication assets such as decks, one-pagers, and data visualizations. Students will be introduced to the foundational elements of visual communication. In this learn-by-doing model, weekly student projects will explore design techniques to graphically communicate through persuasive messaging and storytelling.