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. Integrated Marketing Communication. (3 Credits)
Advertising is the most pervasive element of marketing mix: the average American family of four is exposed to 1500 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 theoretical case discussions and develop a full-fledged competitive advertising campaign for a potential "client." 
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 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, 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

Attributes: JOUR, SJOR.

CMBU 4995. Internship Group. (0 Credits)

CMBU 4998. Summer Internship. (0 to 6 Credits)

CMBU 4999. Independent Study. (1 to 6 Credits)