COMMUNICATION AND MEDIA MANAGEMENT

The communication and media management faculty includes leading scholars and industry professionals who bring cutting-edge research and experiences to the classroom. Their courses are useful to students pursuing degrees outside this area as well, providing a thorough grounding in all facets of organizational communication that can benefit professionals in all business fields.

Area faculty also run Fordham’s Center for Communications, which brings prominent communications and media figures to campus for special lectures and symposia.

Programs

The communications and media management area oversees programs designed for students pursuing careers in the communication, media, information, and entertainment industries:

- M.B.A. Concentration in Communications and Media Management
- M.S. in Media Management
- Online M.S. in Strategic Marketing Communications
  (Interdisciplinary)

Courses

CMGB 75AA. Media Exec Playbook. (3 Credits)
This course will take an in-depth look at the Strategies, Plans, and Programs developed and implemented by Media Industry Executives to help their businesses survive and thrive in an increasingly changing and competitive media industry environment. The course will include case studies, topic-specific projects, and reviews of current industry trends, issues, and opportunities. Media industry executives and subject matter experts will be asked to guest lecture certain classes to provide a practical perspective about how to address and solve industry challenges. The class will look at the business’ audience and marketplace dynamics, content offerings, media distribution and delivery platforms, branding, marketing, business models, and Operations. We will also review how a business’ Mission, Vision, Strategic Plan, Goals, Strategies, Priority Initiatives, Operating Plans, Financials, etc., create a successful business. The course includes lectures, discussion and guest speakers along with current articles and other readings, video materials, and digital sources. Whenever possible, the course draws on Fordham’s unique setting in New York City, the media capital of the world.

CMGB 75AB. The Power of Open Knowledge. (3 Credits)
This is a hybrid course and include active participation in MOOC (Massive Open Online Learning Course). The goal of this course is to prepare business students to the foundations of open knowledge creation, use, dissemination, and evaluation, to collaborate with professionals from other cultures and disciplines, and to work effectively in rapidly changing knowledge environments. It has been designed to help students develop a high level of self-determination in their own learning, which is a critical skill for future professional success.

CMGB 75AC. Organizational Comm & Theater. (3 Credits)
In this course students critically analyze theatrical works about business and leadership issues using through the lens of organizational communication theories. Throughout the semester students analyze a range of theatrical works and performances through readings, guest lectures, and attendance at theatrical events outside of class. Upon completion of the course students will have developed a unique perspective on how theatrical works bring organizational communication concepts and theories to life.

CMGB 75AD. The Storytelling Project. (3 Credits)
In this course students apply narrative theories from multiple disciplines - communication, psychology, literature, neuroscience, and theater - to critically analyze the anatomy of effective and persuasive stories. Investigating historical folklore and contemporary narrative paradigms from the 21st century, students analyze why some stories and forms are more persuasive, inspiring, and mythic than others. Through practice and developmental coaching, students enhance their own repertoire of persuasive storytelling abilities and discover their own authentic and rhetorical voices.

CMGB 75AE. Graduate Study Tour Poland. (3 Credits)
Media and technology industries in Poland and Central Europe Study Tour Course for Graduate Business students Krakow, Poland.

CMGB 75AF. Business and Entertainment. (3 Credits)
This course will give students the opportunity to analyze different entertainment artifacts (television programs, movies, theatrical productions, and written publications) using a curated body of academic organizational communication theories.

CMGB 75AG. 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.

CMGB 75AH. Professional Communication. (3 Credits)
This course will prepare you for communicating in the workplace with multiple levels in an organization. We will examine group communication, decision making in organizations, professional presentations, and strategic communication, including issues and solutions for each. This course is appropriate for multiple levels in an organization, and you do not need a background in communication. It will help you better communicate at work whether you are a seasoned communicator or a novice wanting to improve.

CMGB 75AJ. Financial Media. (3 Credits)
Financial Media examines the complex interactions between business, politics, and the press. The course is designed to help students achieve a better understanding of how business content is delivered and retrieved in the current media environment. The course focuses on the dynamics of reporting about companies and business industry leaders who are using the media to deliver critical messages to several stakeholder groups, including investors and consumers. The course provides numerous examples of business or political leader interactions with the media and debates their communication strategy as well as their outcomes.
CMGB 759O. International Comm & Neg. (3 Credits)
Addresses three broad topics: 1. Culture and Behavior: How culture, and cultural differences, affect human behavior in general and communication in particular. 2. Culture and business communication needed adaptations in correspondence, presentations, and meeting behavior to accommodate cultural differences 3. Culture and Negotiation. How culture becomes a factor in business negotiations, how it changes "the game".

CMGB 759R. Social Media. (3 Credits)
This course examines the phenomenon of social networking as a business as it has evolved from start-ups to large scale firms. Social networking is treated in the context of New, Digital media generally with attention to business models, the role of advertising and other relevant issues. Benefits and hazards of social media, including search, will be discussed. The course will be taught by Athan Stephanopoulos of Gorillaspot.com, an interactive social media platform that allows content publishers and advertisers to reach audiences through the social web, and who has taught New Media courses at Fordham previously. Guest speakers will include leading executives and managers from New Media and social networking firms.
Attributes: ABEP, MEMG.

CMGB 759Z. Gaining Global Bus Pers:Galway. (3 Credits)
This course provides students the opportunity to travel to Galway, Ireland and participate in a week-long study program that will focus on global business from an Irish perspective. The objectives of the course include: Understand the business environment in Ireland; Identify benefits to investing in Ireland; Practice key communication skills for global business. The course will include academic sessions and industry site visits. Participants of the course will include Executive MBA students, MBA students, eligible MS students, and executive education participants. Please click here for more information. Please contact Francis Petit, Associate Dean at petit@fordham.edu for additional information on registration, logistics and cost. Professor Dr. Meghann L. Drury, Ph.D., M.A., H.Dip.B.S. Assistant Professor Professor, Communication and Media Management.
Attributes: ABIB.

CMGB 7500. Media Systems and Markets. (3 Credits)
Introduces students to all of the key elements that constitute contemporary media systems and to the key stakeholders in— and evolving dynamics of—contemporary media markets. Includes comparative analyses of international media systems and the economic, technological and regulatory parameters under which they operate. Also provides historical, economic and technological perspectives on the evolution of media systems and markets. PREVIOUSLY TITLED: MEDIA & COMMUNICATION INDUSTRIES.
Attributes: ABEB.

CMGB 7525. Cross Cultural Negotiation and Communication. (3 Credits)
Explores how cultural differences and international settings affect business communication and negotiation—key skills for managers who seek to get solutions accepted and implemented. The dimension of culture is used to increase the student-managers’ self-awareness and reflection and to build flexibility in their conceptual understandings and skills. Emphasizes specific strategies, styles, and techniques that help the negotiator/communicator.
Attributes: ABGS, ABIB, BLEB.
CMGB 7530. Innovation in Media Business Models. (3 Credits)
This course examines the factors that have contributed to the
emergence, institutionalization, and decline of traditional media business
models, as well as to exploring, assessing, and critiquing the wide
range of new and innovative business models that are emerging in
the contemporary media environment. Students will draw upon these
analyses to develop new business models or innovative variants of
existing business models for discussion and critique.
Attribute: ABEP.

CMGB 7531. Comm Corp Image Responsibility. (3 Credits)
Demonstrates the value of pragmatic public relations activities through
basic principles, case studies and guest speakers. Examines how
inop communications and resulting public perceptions can create or
deepen corporate crises. Stresses criteria for selecting outside counsel,
establishing relationships with the media and communicating with
employees and stockholders. Also offered as MKGB 7782.
Attributes: ABGS, MEMG.

CMGB 7534. Leadership with PR. (3 Credits)
Examines the use of public relations strategies to replace or augment
more traditional communications efforts. Agency publicists and company
representatives discuss this trend. Case studies illustrate how techniques
such as video press releases, expert spokespeople and inventive news
pegs are used as part of an overall communications plan.
Attribute: MEMG.

CMGB 7537. Crisis Communication and Leadership Strategies. (3
Credits)
Every organization faces crises. Yet, how crisis is handled is critical
to helping its brand move forward. Students learn theoretical
conceptualizations, public relations and crisis management skills to
handle real world crises. Students assess how public-relations fits into
the strategic management and decision-making of an organization
during a crisis situation. Possible remedies for crisis are examined by
applying best strategies for specific situations, using both traditional
and new media, while also focusing on strategies and approaches for crisis
prevention.
Attributes: ABIB, MEMG.

CMGB 7540. Intensive Sector Analysis: Music Business. (3 Credits)
This course has a rotating focus each semester that it is offered; but
in each instance will involve an intensive focus on a single industry
sector. Specific sectors that will be the subject of semester-long intensive
analysis include the Television Industry, the Music Industry, and the
Motion Picture Industry. Students will apply the analytical skills and
conceptual understandings developed in other courses in the curriculum
to achieving a detailed understanding of the challenges and opportunities
facing an individual media sector. Students will also gain a detailed
understanding of the history, evolution, economics, and key stakeholder
dynamics of these individual industry sectors.
Attribute: MEMG.

CMGB 7550. Leadership Communication. (3 Credits)
MBA FLEX CORE COURSE A leader’s success hinges on the ability
to communicate effectively with diverse stakeholders in divergent
settings. This applied course introduces students to academic
theories that describe, explain, and predict effective and ineffective
leadership communication behaviors. Throughout the semester
students solicit candid and constructive feedback about their leadership
communication strengths and improvement opportunities. Then,
they apply practical strategies, validated by academic research, to
improve their communication effectiveness as leaders. Previously titled
Management Communication.

CMGB 7554. Consumer Adopt of New Med. (3 Credits)
Examines new communications technologies using guest speakers,
 videotapes and case studies. Surveys cable, video, satellite transmission,
digital television, Internet media and other new and emerging forms of
information transmission, with particular emphasis on their interaction
and impact on society and business. PREVIOUSLY TITLED: NEW MEDIA
AND MASS COMMUNICATIONS.
Attribute: ABEB.

CMGB 7556. Law of Trad & New Media. (3 Credits)
Analyzes the legal parameters and constraints on freedom of expression
that govern traditional and new communications technologies, focusing
on the Internet. Probes the various constitutional, statutory and
regulatory protections accorded the Internet and more traditional
media, such as print, broadcast and cable, as well as governmental
attempts to regulate certain aspects of them. Topics include modern
First Amendment interpretation, defamation, privacy, commercial speech,
indecency/obscenity, contracts, intellectual property and e-commerce.
Also offered as BLGB 7325.
Attributes: ABEB, MEMG.

CMGB 7561. New Media Product Dev Prac I. (3 Credits)
Intended to help students understand the practical application and
integration of compelling content and the various formats of modern
media in business application. The course includes most forms of video,
audio, and social media. Students will develop a media strategy, delivery
plan, and create actual media to solve communications challenges for
real companies.
Attribute: MEMG.

CMGB 7811. Media Management Internship. (1 to 3 Credits)
CMGB 8999. Independent Study. (3 Credits)