

# MEDIA MANAGEMENT (M.S.)

Take your classroom learning straight to real-world challenges.

The Gabelli School of Business emphasizes real-world skills. Our accomplished faculty give students the perspective they need to apply lessons from coursework to contemporary business problems, not only in the context of New York, but also in the global marketplace.

The Master of Science in Media Management (MSMM) curriculum covers a range of topics relevant to today's media landscape, from international media systems to sports media to social media. MSMM students benefit from direct access to our faculty's original research, and they attend media events throughout the year to discuss trends with New York executives and build their professional networks.

To learn more about the M.S. in Media Management, visit the Fordham website.

## Requirements

The 36-credit MSMM can be completed in three semesters. Coursework is flexible enough to meet the needs of varied student backgrounds, from students who have just finished their undergraduate degrees to people who already have a work history in media.

Course	Title	Credits
CMGB 7500	Media Systems and Markets	3
CMGB 7530	Innovation in Media Business Models	3
CMGB 7554	Consumer Adopt of New Med	3
Six electives		18
Three electives from other subjects <sup>1</sup>		9
<b>Total Credits</b>		<b>36</b>

<sup>1</sup> MSMM students may choose from other graduate-level courses in the Gabelli School of Business to fulfill the free elective requirements. To see courses offered, please visit course listings.

## Electives

*Courses in this group have the MEMG attribute.<sup>2</sup>*

Course	Title	Credits
CMGB 7531	Comm Corp Image Responsibility	3
CMGB 7534	Leadership with PR	3
CMGB 7537	Crisis Communication and Leadership Strategies	3
CMGB 7540	Intensive Sector Analysis: Music Business	3
CMGB 7556	Law of Trad & New Media	3
CMGB 7561	New Media Product Dev Prac I	3
CMGB 759R	Social Media	3
MMGB 7637	Crisis Communication and Leadership Strategies	3

<sup>2</sup> Students may also take any Special Topics Communications and Media Management course as an elective. These are any courses which have the subject code CMGB, numbered 75XX, or any courses designated as special topics courses, with the prefix "ST" in the course title. A list

of Communications and Media Management courses can be found in the academic areas page.