

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.

Learning Competencies

1. Students will demonstrate the ability to apply key concepts and theories relevant to business and specifically to the media and entertainment industries.
2. Students will demonstrate up-to-date knowledge of the general business environment and the media and entertainment industries.
3. Students will demonstrate an appreciation for and understanding of business ethics as well as the ethics of media management.
4. Students will demonstrate the ability to make effective presentations.

To learn more about the M.S. in Media Management, visit the Gabelli School of Business website.

CIP Code

09.0702 - Digital Communication and Media/Multimedia.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.