

PUBLIC MEDIA (M.A.)

Requirements

Course	Title	Credits
Four required Core courses:		
PMMA 5001	Public Interest Media Theory and Practice	3
PMMA 5003	Strategic Communication ²	3
	or PMMA 5002 Public Journalism	
<i>August Pre-Term Course</i>		
PMMA 5011	Multimedia Tools ¹	1.5
	or PMMA 5014 Project Management	
<i>January Pre-Term Course</i>		
PMMA 5013	Fundamentals of Digital Design (January) ¹	1.5
Two concentration courses in the student's chosen track: ³		6
	Multiplatform Journalism	
	Strategic Communication	
	Two Fundamentals courses from the list below ⁴	6
	Two elective courses chosen in consultation with your adviser ⁵	6
PMMA 6619	Special Master's Project ⁶	3
Total Credits		30

¹ These practical courses are intensive week-long courses that meet pre-term and focus on multimedia topics. PMMA 5012 Fundamentals of Web Design was offered prior to Spring 2021 as the the January pre-term course.

² Students take the core course that correlates with their concentration.

³ More information on concentrations can be found on the concentrations tab (p.).

⁴ A listing of Fundamentals courses is below.

⁵ Information on elective options is below.

⁶ More information and guidelines on the master's project can be found on our page of the Fordham website.

Fundamentals courses

Courses in this group have the PMTC attribute.

Course	Title	Credits
PMMA 5101	Freedom of Expression	3
PMMA 5102	Press, Politics, and Public Policy	3
PMMA 5103	Environment and the Media	3
PMMA 5104	Theories of Media, Culture, and Society	3
PMMA 5105	Media Ethics	3
PMMA 5106	Race, Gender, and Digital Media	3
PMMA 5201	Social Media and Civic Engagement	3
PMMA 5202	Digital Media and Social Responsibility	3
PMMA 5203	Technology & Public Comm.	3
PMMA 5204	Civic Media	3
PMMA 5205	Social Entrepreneurship	3
PMMA 5206	Social Media and Political Campaigns	3
PMMA 6101	Audio Narrative (Reporting and Production)	3
PMMA 6102	Video Narrative (Reporting and Production)	3
PMMA 6111	Advanced Writing and Enterprise Reporting	3

PMMA 6203	Marketing and Branding in the Public Interest	3
PMMA 6208	Data and Communication	3
PMMA 6210	Cross Platform Production	3
PMMA 6211	Public Relations and Strategic Communication for Nonprofits	3

Elective courses

Students may choose to enroll in an elective in GSAS related to public media and strategic communication (with the PMMA attribute listed below), take additional coursework within the PMMA program, or take a course outside GSAS in the Gabelli School of Business, Fordham Law School, the Graduate School of Education, or the Graduate School of Social Service. These courses should be selected in consultation with your adviser.

Students may also choose to take a PMMA internship: PMMA 6398 or PMMA 6399. Students can do an internship for three credits per semester, for a total of up to six credits for the program. The internship will be chosen by the student, working in conjunction with the graduate director and Fordham University's career center. This internship is to be supervised by an appropriate faculty member, and will involve regular meetings, bi-monthly reports, and a final written summary of the internship experience.

Courses in this group have the PMMA attribute.

Course	Title	Credits
CEED 5050	Ethics and Society: Cross Disciplinary Perspectives	3
CEED 6100	Theories and Applications in Contemporary Ethics	3
CLGL 0204	Access to Justice Seminar	2-3
CMGB 7500	Media Systems and Markets	3
CMGB 7525	Cross Cultural Negotiation and Communication	3
CMGB 7534	Leadership with PR	3
CMGB 7537	Crisis Communication and Leadership Strategies	3
CMGB 7540	Intensive Sector Analysis: Music Business	3
CMGB 7554	Consumer Adopt of New Med	3
CMGB 759B	Sports Media& Promotional Comm	3
CMGB 759R	Social Media	3
CMGB 75AA	Media Executive Playbook	3
CMGB 75AG	Intensive Sector Analysis: TV	3
CMGB 75AJ	Financial Media	3
CMGB 75AK	Persuasive Corporate Communications	3
CMGB 75AN	Digital Media Sales Technologies and Strategies	3
HIST 5410	Race and Gender in Modern America	4
HIST 5731	History of Wealth & Poverty: U.S. and Comparative	4
HUST 5012	Contemporary Issues in Humanitarian Action	3
HUST 5013	Fundamentals of Humanitarian Action	3
HUST 5016	Monitoring and Evaluation in Humanitarian Response	0-3

HUST 5045	Humanitarian Advocacy: Communicating the Need and Motivating the Response	0-3
HUST 5075	Leadership and Management in Humanitarian Assistance	0-3
HUST 5200	Protection for Vulnerable Populations	3
HUST 5205	Children in Armed Conflict	3
HUST 5215	Accountability for Sexual and Gender-Based Violence in Humanitarian Settings	3
HUST 5300	International Responses to Migration	3
HUST 5400	Disaster Risk Reduction	3
HUST 5500	Mental Health in Complex Emergencies	0-3
ISGB 7978	Web Analytics	3
MKGB 6710	Customer-Driven Marketing	3
MKGB 7720	Consumer Behavior	3
MKGB 7723	Strategic Branding	3
MKGB 7765	Sales Management	3
MKGB 77AN	Design Thinking	3
MKGB 879K	Event Marketing	1.5
POSC 5100	American Political Behavior	3
POSC 5140	Themes in Urban Public Policy and Power	3
POSC 5238	Strategies of Political Communication	3-4
POSC 5245	Political Communications: Earned Media In the Age of Digital and Social Media Boom	3
POSC 5246	Technology and Campaigns	3
POSC 5247	Data Analytics for Political Campaigns	1
POSC 5251	Political Survey Research	3
POSC 5255	Public Opinion Certificate Practicum	3
PSYC 6010	Research Ethics and Social Justice	3
PSYC 7890	Qualitative Methods	3
URST 5000	Issues in Urban Studies	3
URST 5020	Urban Political Processes	3
URST 5140	Themes in Urban Public Policy and Power	3