

# COMMUNICATIONS AND MEDIA MANAGEMENT

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Foundation coursework in communication and media management is common to all Gabelli School students via the business core. Students who want to investigate this area further may take elective courses or pursue a secondary concentration.

The secondary concentration allows students to strengthen their personal portfolios through advanced study. Depending on the coursework chosen, students will:

- Enhance their communicative skills with specific application to their chosen major, and/or
- Increase their understanding of the communication, information media, and entertainment industries, including television and cable, digital and social media, and new media. Studies will emphasize administrative, financial, and marketing issues in these industries.

No matter what their major or primary concentration, students will find valuable points of connection in their communication and media management coursework. Each course ties communication and media management to real-world issues in accounting, business economics, entrepreneurship, finance, management, human resource management, management of information and communications systems, or marketing.

*Note: Information about programs in the Communication and Media Studies department at Fordham's liberal arts schools (FCRH, FCLC, PCS) is listed separately.*

## How courses are counted

Students must note the following policy for how courses are counted. A student may count a maximum of one class in fulfilling more than one purpose—that is, toward any combination of major, minor, and primary or secondary concentration. For example, only one economics class could count toward both a finance major and an economics minor; any additional economics class would count toward the finance major OR the economics minor, but not both. Similarly, one management class could count toward both a primary concentration in management and a minor in sustainable business, but any subsequent management class would not count toward both. Any exceptions to these rules will be posted within the specific area major, minor, or concentration requirements.

## For more information

Visit the Communications and Media Management Area web page.

## Programs Concentration

- Concentration in Communications and Media Management

## Related Concentration

- Concentration in Digital Media and Technology