

CONCENTRATION IN DIGITAL MEDIA

Overview

Gabelli students (except for those students majoring in entertainment and media management) can choose to complete a secondary concentration in digital media.

The concentration in digital media highlights the close intersection between media and technology, and allows students to take courses important to the production of entertainment and media by way of using the most innovative technology. Courses include: Business of New Media, Business of Video Games, Digital Media & Promotion, and Social Media.

Requirements

Course	Title	Credits
Required Course		
CMBU 4412	ST: Understanding Audiences/Users	3
Electives		
One upper-level communications and media management course		3
<i>Choose one course from the following options:</i>		3
CMBU 4453	Social Media	
CMBU 4471	Business of New Media	
CMBU 4413	Digital Media & Promo Comm	
CMBU 4416	ST: The Business of Video Games	

¹ Any course with the subject code CMBU, numbered 3000 or higher (of 3 or more credits), may fulfill this requirement.