

CONCENTRATION IN DIGITAL 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.