

ENTERTAINMENT AND MEDIA MANAGEMENT MAJOR

Overview

The Gabelli School of Business offers students a **major in entertainment and media management**. Students gain specialized knowledge in new media (e.g., streaming video, social media, gaming, apps/websites) and legacy media (television, film, radio, music) businesses. The program teaches how media companies entertain and inform audiences, while remaining financially successful. Students also learn how media technologies can be used to create, analyze, and communicate content, data, and information necessary for a business to succeed in today's marketplace.

As Manhattan is home to many of the world's largest entertainment and media companies, courses are typically offered at Fordham's Lincoln Center campus but are open to Gabelli students from Rose Hill as well.

Within the program's regular course requirements, students can choose to complete a **secondary concentration in business technology**. This highlights the close intersection between media and technology, and allows you to take interdisciplinary courses from our sister program in analytics and information technology.

Gabelli's **major in entertainment and media management** prepares graduates to leverage media technologies to create innovative content strategies, data-driven decisions, and audience-driven business solutions. The goal of this major is to prepare students to be well-rounded entertainment and media professionals.

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.

Requirements

Course	Title	Credits
Required Courses		
CMBU 4412	ST: Understanding Audiences/Users	3
INSY 4505	AI and Data-Driven Marketplaces	3
CMBU 4453	Social Media	3
CMBU 4471	Business of New Media	3
CMBU 4413	Digital Media & Promo Comm	3
One of the following INSY courses:		3
INSY 4506	Business Analytics	
INSY 4507	Project Management	
INSY 3441	Systems Analysis	

INSY 3436 Programming with Python (only recommended for those with experience or interest in coding)

Electives		
Three upper-level CMBU courses	¹	9
One of the following options:		3 to 4
One INSY upper-level course	²	
One additional CMBU upper-level course	¹	
DEST/NMDD 3020	Explorations in Digital Storytelling	
DEST/NMDD 3150	Creative Coding	
DTEM 2417	Data Visualization	

¹ Any course with the subject code CMBU, numbered 3400-4998, of three or more credits, may fulfill this requirement.

² Any course with the subject code INSY, numbered 3400-4998, of three or more credits, may fulfill this requirement.