

ENTERTAINMENT AND MEDIA MANAGEMENT MAJOR

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: ²		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.