

CONCENTRATION IN DIGITAL MEDIA AND TECHNOLOGY (MEDIA TRACK)

The digital media and technology concentration (media track) can be pursued as a primary concentration by Gabelli students completing the global business major at Lincoln Center.

Note: Information about the major and minor in digital technologies and emerging media available to students at Fordham College (FCRH, FCLC, and PCS) is listed separately.

Primary Concentration

To complete a primary concentration in digital media and technology (media track), Lincoln Center students must take the following courses:

Course	Title	Credits
Required Courses		
CMBU 4412	ST: Understanding Audiences/Users	3
CMBU 4413	Digital Media & Promo Comm	3
CMBU 4453	Social Media	3
CMBU 4471	ST: Business of New Media	3
INSY 4505	E-Commerce	3

Choose one of the following elective options:

Two communication and media management electives ¹

One communication and media management elective and one information systems elective ^{1,2}

¹ Courses from the subject code CMBU numbered 2667-4999 (of at least 3 credits) may fulfill this requirement.

A maximum of one of the following courses may also fulfill this requirement:

- DTEM 2417 Data Visualization
- NMDD 3020 Explorations in Digital Storytelling
- NMDD 3150 Creative Coding

² Courses from the subject code INSY numbered 2302-4999 (of at least 3 credits) may fulfill this requirement.