CONCENTRATION IN DIGITAL MEDIA AND TECHNOLOGY
(TECHNOLOGY TRACK)

The digital media and technology concentration (technology 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 (technology track), Lincoln Center students must take the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMBU 4453</td>
<td>Social Media</td>
<td>3</td>
</tr>
<tr>
<td>INSY 3432</td>
<td>Database Systems</td>
<td>3</td>
</tr>
<tr>
<td>INSY 4431</td>
<td>Web Analytics</td>
<td>3</td>
</tr>
<tr>
<td>INSY 4505</td>
<td>E-Commerce</td>
<td>3</td>
</tr>
</tbody>
</table>

One programming course from the following options:

- INSY 3433 Programming with Java
- INSY 3436 ST: Programming with Python
- INSY 3442 Web Apps Design and Development
- INSY 4432 Mobile Commerce & Apps

Choose one of the following elective options: 1

- Two information systems electives 2
- One communication and media management elective and one information systems elective 2,3

1. INSY 4434 ST: Data Mining for Business or INSY 4508 Business Modeling With Spreadsheets are highly encouraged.

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

3. 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:
   - NMDD 3450 User Experience Design: Design for Empowerment
   - NMDD 3880 Designing Smart Cities
   - NMDD 3890 Data Visualization and Representation

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