

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:

Course	Title	Credits
Required Courses		
CMBU 4453	Social Media	3
INSY 3432	Database Systems	3
INSY 4431	Web Analytics	3
INSY 4505	E-Commerce	3
<i>One programming course from the following options:</i>		
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:

- DTEM 2417 Data Visualization
- NMDD 3450 User Experience Design: Design for Empowerment
- NMDD 3880 Designing Smart Cities