

# CONCENTRATION IN DIGITAL MEDIA AND TECHNOLOGY

## Requirements

The Digital Media and Technology concentration can be pursued as a primary concentration by Gabelli students pursuing the Global Business major at Lincoln Center who are in the Class of 2023 and earlier.

Gabelli Rose Hill students, as well as Gabelli Lincoln Center students pursuing a primary concentration other than Digital Media and Technology, may pursue a secondary concentration in Digital Media and Technology.

*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, Lincoln Center students must take the following courses:

Course	Title	Credits
INSY 3432	Database Systems	3
INSY 4431	Web Analytics	3
INSY 4505	E-Commerce	3
CMBU 4471	ST: Business of New Media	3
CMBU 4453	Social Media	3
Information Systems Elective <sup>1</sup>		3
Communication and Media Management Elective <sup>2</sup>		3

<sup>1</sup> Courses from the subject code INSY numbered 2302-4999 (of at least 1.5 credits) may fulfill this requirement.

<sup>2</sup> Courses from the subject code CMBU numbered 2667-4999 (of at least 1.5 credits) may fulfill this requirement.

## Secondary Concentration

To complete a secondary concentration in Digital Media and Technology, Rose Hill students must take the following courses:

Course	Title	Credits
INSY 4431	Web Analytics	3
One upper-level Information Systems course <sup>1</sup>		
One of the following courses:		
CMBU 4412	ST: Understanding Audiences/Users	
CMBU 4413	Digital Media & Promo Comm	

<sup>1</sup> Any course from subject code INSY numbered 3000 or higher may fulfill this requirement.