CONCENTRATION IN DIGITAL MEDIA AND TECHNOLOGY

Gabelli Rose Hill students, as well as Gabelli Lincoln Center students pursuing a primary concentration other than Digital Media and Technology (either track), 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.

Secondary Concentration

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>INSY 4431</td>
<td>Web Analytics</td>
<td>3</td>
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One upper-level Information Systems course

One of the following courses:

- CMBU 4412 ST: Understanding Audiences/Users
- CMBU 4413 Digital Media & Promo Comm

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