

# DIGITAL MEDIA AND TECHNOLOGY

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A technology revolution is taking shape in New York City. Powerful tech giants such as Google and Facebook are joining thousands of tech startups in establishing a base in Manhattan, and existing industries such as media and communications are becoming more digital on a daily basis. These concentrations draw together relevant course offerings from business and liberal arts departments to give students an academic and practical grounding in this field.

Upon completing one of these concentrations, students will be well-positioned for careers in digital analytics, new media management and marketing, development of new digital services and mobile apps, project management, finance and operations, among others.

## Technology drives our modern culture.

Many of the world's largest tech companies make their home in New York City. You can, too.

The Gabelli School offers you the chance to study, live, and work within striking distance of Silicon Alley. Our program positions you for internships at companies from Google to *The New York Times* Digital to the Food Network.

### We will teach you to:

- Develop mobile apps
- Manage social media
- Advance e-commerce
- Identify people's online shopping patterns

In addition to your business coursework, you can take Fordham College classes in computer science, visual arts, communication and media studies, and other departments to develop a portfolio of knowledge and skills unlike anyone else's.

## Programs

- Concentration in Digital Media and Technology
- Concentration in Digital Media and Technology (Media Track)
- Concentration in Digital Media and Technology (Technology Track)