

DIGITAL MEDIA AND TECHNOLOGY MAJOR

Overview

The Gabelli School of Business offers students a **major in digital media and technology** (DM&T), in which students select either to concentrate in **media management**, or in **information technology**.

DM&T majors who concentrate in **media management** gain specialized knowledge in new media (e.g., streaming video, social media, gaming, apps/websites) and legacy media (television, film, radio, music) businesses. Students learn how media companies entertain and inform audiences, while remaining financially successful. Students also learn how media technologies can be used to create, analyze, and communicate content, data, and information necessary for a business to succeed in today's marketplace.

DM&T majors who concentrate in **information technology** are equipped with the technical and strategic skills to navigate the digital economy, combining expertise in electronic commerce, database systems, Python programming, web analytics, and the business of media.

This major prepares graduates to leverage technology for data-driven decision-making, digital innovation, and media-driven business solutions.

CIP Code

09.0702 - Digital Communication and Media/Multimedia.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.

Requirements

Course	Title	Credits
Required Courses (for all DM&T majors)		
CMBU 4412	ST: Understanding Audiences/Users	3
INSY 4505	E-Commerce	3
Concentration		
Complete a concentration in Media Management, or in Information Technology. ¹		24 to 25
Total Credits		30-31

¹ The requirements for each concentration are listed below.

Media Management concentration

Course	Title	Credits
Required Concentration Courses		
CMBU 4453	Social Media	3
CMBU 4471	ST: Business of New Media	3
CMBU 4413	Digital Media & Promo Comm	3
<i>Choose one course from the below options:</i>		3

INSY 4506	Business Analytics
INSY 4507	Project Management
INSY 3441	Systems Analysis
INSY 3436	ST: Programming with Python
Electives	
Three Communications and Media Management upper-level courses ¹	
<i>One of the following options:</i> 3 to 4	
One additional Communications and Media Management upper-level course ¹	
One upper-level Information Systems course ²	
NMDD 3020	Explorations in Digital Storytelling
NMDD 3150	Creative Coding
DTEM 2417	Data Visualization

¹ Any course with the subject code CMBU (of 3 or more credits), numbered 3400-4998, may fulfill this requirement.

² Any course with the subject code INSY (of 3 or more credits), numbered 3400-4998, may fulfill this requirement.

Information Technology concentration

Course	Title	Credits
Required Concentration Courses		
INSY 3432	Database Systems	3
INSY 3436	ST: Programming with Python	3
INSY 4431	Web Analytics	3
<i>Choose one course from the below options:</i>		3
CMBU 4453	Social Media	
CMBU 4471	ST: Business of New Media	
CMBU 4413	Digital Media & Promo Comm	
CMBU 4416	ST: The Business of Video Games	
Electives		
Three Information Systems upper-level courses ¹		9
<i>One of the following options:</i> 3 to 4		
One additional Information Systems upper-level course ¹		
One Communications and Media Management upper-level course ²		
NMDD 3450	User Experience Design: Design for Empowerment	
NMDD 3880	Designing Smart Cities for Social Justice	
DTEM 2417	Data Visualization	

¹ Any course with the subject code INSY (of 3 or more credits), numbered 3400-4998, may fulfill this requirement.

² Any course with the subject code CMBU (of 3 or more credits), numbered 3400-4998, may fulfill this requirement.

Students must also complete the Gabelli School business and liberal arts Core Curricula. In addition, all students complete between three and seven liberal arts electives depending on their major requirements.

How courses are counted

Students must note the following policy for how courses are counted. A student may count a maximum of one class in fulfilling more than one purpose—that is, toward any combination of major, minor, and primary or secondary concentration. For example, only one economics class could count toward both a finance major and an economics minor; any additional economics class would count toward the finance major OR the economics minor, but not both. Similarly, one management class could count toward both a primary concentration in management and a minor in sustainable business, but any subsequent management class would not count toward both. Any exceptions to these rules will be posted within the specific area major, minor, or concentration requirements.