

# DIGITAL MEDIA AND TECHNOLOGY MAJOR

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## 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.

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## 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.