

# DIGITAL MEDIA AND TECHNOLOGY MAJOR

## Requirements

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

<sup>1</sup> The requirements for each concentration are listed below.

### Media Management concentration

Course	Title	Credits
<b>Required Concentration Courses</b>		
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	
<b>Electives</b>		
Three Communications and Media Management upper-level courses <sup>1</sup>		9
<i>One of the following options:</i>		3 to 4
One additional Communications and Media Management upper-level course <sup>1</sup>		
One upper-level Information Systems course <sup>2</sup>		
NMDD 3020	Explorations in Digital Storytelling	
NMDD 3150	Creative Coding	
DTEM 2417	Data Visualization	

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

<sup>2</sup> 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
<b>Required Concentration Courses</b>		
INSY 3432	Database Systems	3
INSY 3436	ST: Programming with Python	3
INSY 4431	Web Analytics	3

*Choose one course from the below options:* 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	

<b>Electives</b>		
Three Information Systems upper-level courses <sup>1</sup>		9
<i>One of the following options:</i>		3 to 4
One additional Information Systems upper-level course <sup>1</sup>		
One Communications and Media Management upper-level course <sup>2</sup>		
NMDD 3450	User Experience Design: Design for Empowerment	
NMDD 3880	Designing Smart Cities for Social Justice	
DTEM 2417	Data Visualization	

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

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