PROFESSIONAL STUDIES IN NEW MEDIA MAJOR

From surfing the web to social networking to smart phones, we live and work in a world shaped by online communications, electronic media, and digital devices. The media industries in this area are expanding rapidly, and every business and organization today needs individuals who understand the new media environment and know how to keep up with emerging trends and innovations in this ever-evolving landscape.

Fordham School of Professional and Continuing Studies’s recently launched Professional Studies in New Media program offers you the knowledge and skills needed to be effective participants in the digital arena.

Designed for adult students in midcareer looking to retool or remain competitive in the workplace, as well as those seeking to further their studies of new media, the program provides students with the principles, theories, and methodologies for success in business, government, and the nonprofit sector.

• Communicate effectively through new media and digital design.
• Learn how to gather data and conduct research online.
• Design websites and mobile applications.

The program—which is rooted in Fordham University’s acclaimed liberal arts curriculum—draws on the fields of communication and media studies, computer and information science, and business, giving students a comprehensive understanding of new media, its history and development, as well as its social and psychological effects.

For more information
Visit the professional studies in new media program webpage.

Requirements
Students majoring in professional studies in new media must complete 10 courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required Courses</td>
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<tr>
<td>DTEM 2421</td>
<td>DIGITAL PRODUCTION FOR NEW MEDIA</td>
<td>4</td>
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<tr>
<td>PSNM 2000</td>
<td>PROFESSIONAL COMMUNICATIONS IN NEW MEDIA</td>
<td>3</td>
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<tr>
<td>PSNM 2001</td>
<td>BUSINESS AND PRACTICE OF NEW MEDIA</td>
<td>3</td>
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<td>PSNM 2350</td>
<td>PROGRAMMING FOR THE WEB</td>
<td>4</td>
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<td>Ethics Requirement</td>
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<td>Select one of the following:</td>
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<tr>
<td>CISC 4650</td>
<td>CYBERSPACE: ISSUES AND ETHICS</td>
<td>4</td>
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<tr>
<td>CISC 4660</td>
<td>MINDS, MACHINES, AND SOCIETY</td>
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<tr>
<td>DTEM 4480</td>
<td>DIGITAL MEDIA AND PUBLIC RESPONSIBILITY</td>
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<td>Electives</td>
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<td>Select five of the following (under advisement):</td>
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<tr>
<td>CISC 2500</td>
<td>INFORMATION AND DATA MANAGEMENT</td>
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<td>CISC 2530</td>
<td>DIGITAL VIDEO AND MULTIMEDIA</td>
<td>1</td>
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<td>CISC 4631</td>
<td>DATA MINING</td>
<td>2</td>
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<tr>
<td>DTEM 2425</td>
<td>DIGITAL VIDEO PRODUCTION</td>
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Availability
The major in professional studies in new media is available Fordham School of Professional and Continuing Studies at the Westchester campus.

Professional and Continuing Studies students: The requirements above are in addition to those of the PCS Core Curriculum.