MS IN MEDIA MANAGEMENT 36 CREDITS Full-time and Part-time Options Available

ENTERING CLASS OF 2021



THE MS IN MEDIA MANAGEMENT PROGRAM FOCUSES ON:

- Consumer adoption of new media
- Crisis communication and media strategies
- Innovation in media business models
- Intensive sector analysis: television and music business media systems and markets
- New media product development
- Social media

RECENT EMPLOYERS OF MSMM GRADUATES

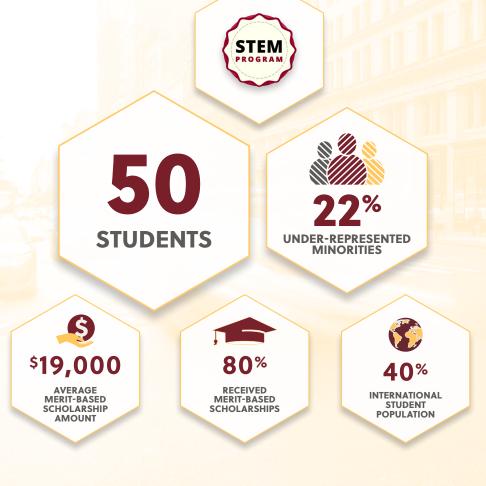
Booz Allen Hamilton, Digitas, FCB, GroupM, McCann, MediaOne, NBC/ Universal, Now This, Ogilvy Digital, Shutterstock, Universal McCann, Viacom, WPP

ALUMNI PERSPECTIVE

"Gabelli gave me the skills and insights to be competitive in a global industry. My professors gave me focused and personal instruction, and the flexibility of the program allowed me to tailor my education to my career as a film producer."

ANDREW HEVIA, MSMM '15

Co-Producer, Moonlight (Winner of 2017 Academy Award for Best Picture)



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of Business

Gabelli School