

MS IN MEDIA MANAGEMENT

36 CREDITS

Full-time and Part-time Options Available

ENTERING CLASS OF 2021



50

STUDENTS



22%

**UNDER-REPRESENTED
MINORITIES**



\$19,000

**AVERAGE
MERIT-BASED
SCHOLARSHIP
AMOUNT**



80%

**RECEIVED
MERIT-BASED
SCHOLARSHIPS**



40%

**INTERNATIONAL
STUDENT
POPULATION**

26%

Male



74%

Female

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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