

MS IN MEDIA MANAGEMENT

36 CREDITS (3 terms)
Part-time option available



ACADEMY AWARD
WINNING ALUMNUS

1



GLOBAL CITIES REPRESENTED

29



STUDENT POPULATION

FEMALE 82%

MALE 18%



NEW YORK CITY IS THE MEDIA
CAPITAL OF THE WORLD

#1

The **MS in Media Management** program at the Gabelli School of Business prepares students for careers in both traditional and new media industries, emphasizing innovation, entrepreneurship, public relations, marketing, brand strategy, social media, and new product development. The courses are taught by full-time faculty who are recognized experts in their fields, and visiting executives who have experience working with top media firms.

APPLIED AND EXPERIENTIAL LEARNING

- Research projects for top New York City media firms
- Site visits to traditional media companies and startups
- Guest lectures from high-level executives in the field
- Global Immersion focused on studying the economy of an international city

EXTRACURRICULAR ENGAGEMENT

- The **Fordham Media and Entertainment Alliance** student group organizes industry-relevant conferences and events. It collaborates with other New York City business schools to expand students' professional networks, and it offers recruiting opportunities for students and alumni.
- **Research Center:** The Center for Communications

RECENT EMPLOYERS OF MSMM GRADUATES

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

CAREER PATHS

Digital Product Manager, Digital Strategist, Director of Social Media, Research Analyst, Senior Digital Analyst, Sports Media Analyst

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, Best Picture of the Year)

CURRICULUM HIGHLIGHTS

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