PMMA Optimal Schedule (Master Copy)

Note: The chart below shows an example route of study, but the PMMA program is very flexible as to what counts as course requirements.

## Fall

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<tr>
<th>August Intensive</th>
<th>PMMA 5011</th>
<th>Multimedia Tools</th>
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<td>Core Course*</td>
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<td>Elective Course***</td>
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## Spring

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<th>January Intensive</th>
<th>PMMA 5012</th>
<th>Fundamentals of Web Design</th>
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<td>Fundamental Course**</td>
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## Summer

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<th>Capstone</th>
<th>Special Master's Project</th>
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Total Credit Hours: 30

* Select one core course
** Select one fundamental course
*** Select one elective course or internship
**** Select one practical course in chosen concentration (Strat. Comm. or Multi-Platform Journalism)

Note: The PMMA is very flexible in terms of what counts as a fundamental course, a concentration course and an elective course. Examples are shown above, but can be switched around depending on a student’s interest and course availability each semester. Courses can also be taken outside of the PMMA program to count as electives, including from the Communication Management program (Gabelli School of Business), and the Elections and Campaign Management program (GSAS), among others.

The PMMA curriculum is divided into six parts:

1. Two practical multimedia five-day intensive courses, plus ongoing professional development
2. Two core courses on public media and either Multi-Platform Journalism or Strategic Communication
3. Two required fundamental courses
4. Two specialized, practical courses in either the Multi-Platform Journalism concentration or the Strategic Communication concentration
5. Two elective courses or internships
6. A special master’s project

You can find a listing of all PMMA courses on the Fordham Bulletin under both Requirements and Concentrations.
August and January Intensives: (*Required pre-semester intensives)

PMMA 5011 - August Intensive: Multimedia Tools: This intensive, one-week program provides lecture-style and hands-on training in essential skills for multimedia production. Students will learn best practices for telling stories across different platforms, including audio, video, and the web.

PMMA 5012 - January Intensive: Fundamentals of Web Design: This one-week, intensive course covers principles and best practices for creating usable websites and teaches students fundamentals of HTML, use of HTML authoring tools, web page writing and editing, web graphics and multimedia elements, and website architectures and content management.

PMMA Courses: (*The following courses are examples, but actual courses may vary per semester.)

PMMA 5001 - Public Media Theory and Practice: This course traces the development of public broadcasting in the United States and abroad, with particular focus on the ways in which these organizations have defined the "public" in response to changing social, political, economic, and technological factors.

PMMA 5002 - Public Journalism: This course covers the theories, history, and main conventions of public service and nonprofit journalism. It explores the basic forms that public service journalism takes today in broadcast, print, and on the Internet.

PMMA 5003 - Strategic Communication: This course provides an introduction and overview of the field of strategic communication, covering topics such as communication within and between organizations; persuasion, promotion, and public relations; and the planning and development of coordinated communication campaigns utilizing various modes, forms, and technologies of communication.

PMMA 5101 - Freedom of Expression: This course examines the history and theory of freedom of expression in the United States. We will trace the philosophical and political origins of free speech, examining key assumptions about human nature, individual liberty, and the role of government in a Democracy underlying the First Amendment.

PMMA 5103 - The Environment and the Media: The course will examine the ways in which environmental and conservation research and initiatives are used to develop effective policy proposals at local, municipal, national and global levels. We will look at the role the media plays at the organizational, governmental, and public levels in formulating - successful and unsuccessful -- public knowledge, and effective policy proposals.

PMMA 5106 - Race, Gender and Digital Media: This course analyzes representations of social class, racial and ethnic identity, and gender and sexuality in digital media. The class will use a mixture of hands-on activities with contemporary media (such as blogging, journaling, and online discussion) plus more traditional readings about theories of representation and embodiment.

PMMA 5140 - Themes of Urban Public Policy and Power: We see around us a city constantly in a state of change, dynamic change in which multiple actors compete daily. What are they competing for? And why? What does power mean for those actors? How is it to be defined? Who wins, who loses, and why? What are some of the policy issues that confront actors in a city whose only constant is change? We will look at a series of urban issues and ideas, often with a focus on New York City. We will also hear from and be able to talk with guest speakers with unique histories and perspectives. This should help inform our thinking about the issues we discuss, their historical and political context, and their salience.
PMMA 5201 - Social Media and Civic Engagement: This theoretical course focuses on how social media impacts political participation, crowdsourcing (and the role of mobile), the role of digital networks in contemporary social movements, networked/participatory citizenship.

PMMA 5202 - Digital Media and Social Responsibility: This course examines the choices and responsibilities that shape personal identity and common humanity for those who regularly employ the tools of digital media and computer technology. Regular use of digital media enables individuals to separate from their physical selves and from the community spaces in which they have traditionally lived. This course focuses on the resulting ethical tensions.

PMMA 5203 - Technology and Public Communication: This course focuses on the study of technology in the context of public communication, and is primarily concerned with the role that media, technology, and symbol systems play in shaping communication, consciousness, and culture, from the evolution of our innate capacity for speech and language, to the development of writing systems, to the invention of the printing press with movable type, to our contemporary electronic media environment.

PMMA 5204 - Civic Media: This course comprises of civic media, including units of technology for development (ICT4D), citizen journalism, activism and art, collective action, hacker culture, crowdsourcing, open government, and games for social good. Additionally, it focuses on questions of design and asks how best can we, as media creators, encourage certain behaviors/types of citizens.

PMMA 5206 - Political Campaigning in a Social Media Age: Social media has changed political campaigns in ways both incremental and monumental. This class will lead students in analyzing the practices, strategies, and tactics of contemporary campaigning in order to learn best practices across a variety of social media channels, understand how such practices impact traditional theories of political communication, and assess their role in our democracy. This class will be oriented around changes seen in the 2016 and 2018 elections, and will emphasize both how to do the work of social media campaigning as well as how to study it. Over the course of the semester, we will focus on cutting-edge issues like bots and misinformation, meme production, microtargeting in social media ads, gamification, and using Twitter to drive earned media, and more. Students will read both practitioner and academic approaches to each topic, and will develop a final project that can be either applied or research-based.

PMMA 5207 - Mapping (In)Justice: This course uses “mapping” as an organizing theme for understanding and engaging with issues of social (in)justice. The everyday adoption of new spatial media—such as web-based mapping platforms, geosocial apps, and locative data—increasingly orients how society understands the past, experiences the present, and plans for the future. To map social justice and injustice is to consider how spatial media can help draw together dichotomies such as medium/method, art/science, and ontology/epistemology so as to trace, represent, and rework matters of inequity. This course will coincide and collaborate with the Mapping (In)Justice Symposium that will take place at Fordham in Fall 2019.

PMMA 6101 - Audio Narrative: (Held off-site at WNYC Studios.) From newscasts to feature reporting, serial programming to podcasting, students in this course will learn how to produce journalism for a variety of audio platforms. Class will focus on how to report on and craft a compelling, attention-holding narrative no matter the form. The course will touch on all of the fundamentals – from how to gather quality audio, to strong interview techniques, to writing for the ear to vocal performance.

PMMA 6102 - Video Narrative: This course teaches the basics of storytelling in video form. Students will learn to research, report, shoot, and edit video stories appropriate for use in a public media setting.

PMMA 6108 - Advanced Interviews and Profiles: This course will teach students advanced reporting and profile writing for different multimedia journalism platforms. Heavy emphasis will be placed on the art of interviewing. Students will learn how to compose interviews, invite subjects to interact with them on a meaningful level, and engage with public issues.
PMMA 6110 - Digital Storytelling: This class explores storytelling in emerging platforms. From the still image and the soundscape, we will evolve to discuss the tools and narrative forms across digital film-making, game design and interactive web narratives. Exposure to and workshops in integrated storytelling technologies will enable students to create story projects of their own.

PMMA 6203 - Marketing and Branding in the Public Interest: Social marketing seeks to integrate research, best practice, theory, audience, and partnership insight to inform the delivery of social change programs that are effective, efficient, equitable and sustainable. This course offers a strategic framework for developing a social media advocacy campaign, using social and digital media to help shape public debate, mobilize public action and to speak directly to those with influence to help bring about social change.

PMMA 6208 - Data and Communication: Obtaining, interpreting, visualizing and displaying data are essential skills for communication professionals in the 21st Century. Featuring hands-on practice and examples, this course explores a wide range of data based communications, ranging from campaign strategy to data journalism and advertising tactics. Students will work on in-depth projects that require a demonstrable understanding of data, visualization, strategy, testing and evaluation.

PMMA 6210 - Cross Platform Production
This course will provide students with a variety of production skills for media-oriented professions, including shooting and editing for sound, still image, and video, with an eye toward editing for a variety of digital platforms. Students will be expected to produce professional quality content over the course of the semester. This will build upon the Public Media program’s summer workshop course.

PMMA 6398 & 6399 - Internship I & II: Students have the possibility to do an internship for three credits per semester, for a total of up to six credits for the program. The internship will be chosen by the student, working in conjunction with the graduate director and Fordham University's career center. This internship is to be supervised by an appropriate faculty member, and will involve regular meetings, bi-monthly reports, and a final written summary of the internship experience.

Previous courses taken as electives outside the PMMA program include:

CEED 5050 - Ethics and Society: Cross Disciplinary Perspectives: This introductory course will present methods of ethical inquiry from different disciplines and will demonstrate how these disciplines interactively and independently apply these methods to issues of contemporary social import. Relevant moral and ethical frameworks will be introduced, along with background on issues of current social importance. The intent of this course is to provide students with an introduction to the knowledge and critical thinking skills that will enable them to identify and understanding the ethical decisions that affect the welfare of individuals and society and the integrity of their professions.

CEED 6100 - Theories and Applications in Contemporary Ethics: This intensive, three-day, graduate-level course is designed to provide cross-disciplinary perspectives on moral theory and applied ethics. Using a team-teaching approach, this course brings together faculty from at least six different disciplines to provide foundational knowledge about moral theory with contemporary applications. In addition to seminars on foundations in moral philosophy, moral theology, and moral psychology, the course features lectures and case discussions on issues of current social importance. Previously, students have focused on the following topics: decisions at the end of life, economic social justice, and responsibility in conducting research with vulnerable populations. Course requirements include a mastery of the reading materials, active participation, and topic-oriented thought papers during the three-day workshop. In addition, successful completion of the course requires a post-workshop paper summarizing the integration of course material into the students’ graduate work.
**POSC 5238 - Strategies of Political Communication:** How to build campaign messages based on an understanding of vote determinants, research tools, and candidate psychology.

**POSC 5245 - Earned Media Strategies:** This course will explore how campaigns develop strategies to attract media attention, publicity and news coverage. Topics include: speech-writing, press releases, press conferences, social media communications.

**POSC 5246 - Technology and Campaigns:** This course will explore the use of modern technology in campaigns. Students will learn how to capitalize on developments in technology and new media for electioneering purposes to target, mobilize and persuade voters. Students will also learn how to use campaign management software, database management and GIS mapping technologies, to execute effective campaigns.

**POSC 5247 - Data Analytics for Political Campaigns:** This course will explore how campaigns can use data analytics to target and deliver voter appeals and mobilization efforts. Topics include: micro-targeting, data analysis, polling research and quantitative analysis.

**URST 5000 - Issues in Urban Studies:** Required foundation course for M.A. in Urban Studies. Introduces students to current debates in urban studies and to modern urban theory. Themes covered include: immigration, race and ethnicity, urban culture and history, urban sociology, urban planning, city and globalization.

**URST 5020 - Urban Political Processes:** Examines urban political systems concentrating on the primary institutions and processes that comprise the urban milieu. Focuses on the major theories and approaches that attempt to explain urban politics and urban political systems.

**SUMMER: Special Master’s Project**

Taken during the student’s final summer session and supervised by a faculty member, the special master’s project will include a number of structured options for students, all of which involve practical, creative experiences beyond the communication and media studies department.

**PMMA 7619 - Special Master's Project - Multi-Platform Journalism**

**PMMA 7629 - Special Master's Project - Strategic Communication**

This course represents the culmination of the student’s course of study. He/she will create a final project based on projected future plans and career path. Examples include:

- a WNET Metro Focus project
- a WFUV fundraising project
- a field reporting project in conjunction with WFUV
- a general development/fundraising/marketing/donor project
- a strategic communication project for a public interest organization, such as the United Nations through our ongoing partnership or a public-interest organizations throughout the five boroughs
- a participatory design workshop and research report
- a traditional master’s thesis if the student wishes to pursue additional graduate study