

PMMA Optimal Schedule

Strategic Communication

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

August Intensive	PMMA 5011	Multimedia Tools	1.5
Core Course*	PMMA 5001	Public Media Theory and Practice	3
Core Course*	PMMA 5003	Strategic Communication	3
Fundamental Course**	PMMA 5101	Freedom of Expression	3
Elective Course***	PMMA 5207	Mapping (In)Justice	3

Spring

January Intensive	PMMA 5012	Fundamentals of Web Design	1.5
Fundamental Course**	PMMA 5203	Technology and Public Communication	3
Elective Course***	PMMA 6203	Marketing and Branding in the Public Interest	3
Strat. Comm. Concentration****	PMMA 6208	Data and Communication	3
Strat. Comm. Concentration****	PMMA 5204	Civic Media	3

Summer

Capstone	PMMA 7629	Special Master's Project - Strategic Communication	3
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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 Multi-Platform Journalism Concentration

Note: The PMMA program is very flexible in terms of what counts as a fundamental course, a concentration course and an elective course. 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. See [Bulletin](#) and Optimal Schedule Master Copy for other courses offered available.

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 Intensive

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.

Fall Semester

Two Core Courses:

- **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 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.

One Fundamental Course:

Students choose one fundamental course. Recent courses include:

- **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. The Constitutional Framers gave us an incredible gift of freedom. But with that freedom comes responsibility. This class explores that tension.

One Elective Course (or Internship):

Students choose one elective course (or internship). Recent courses include:

- **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.

January Intensive

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.

Spring

Two Strat. Comm. Concentration Courses:

- **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 5204 - Civic Media:** Participating in local life can be difficult. Information is hard to obtain and validate, local meetings are difficult to attend, networks are challenging to build. Increasingly, governments, advocacy groups, community organizers, and individual citizens are looking to digital tools to increase and improve the conditions in which we live and enhance our opportunities to engage. We will look at academic research surrounding citizenship and engagement in a digital era and cover research into many genres of civic media, from citizen journalism to hackathons, tech for development, activist art hacker culture, and games for good. This class will not only explore the various goals campaigns are using digital tools to meet, but will also focus on what type of citizen these tools are enabling and encouraging people to become.

One Fundamental Course:

Students choose one fundamental course. Recent courses include:

- **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.

One Elective Course (or Internship):

Students choose one elective course (or internship). Recent courses include:

- **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.

Summer

PMMA 7629 - Special Master's Project Strategic Communication

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.