

PMMA Optimal Schedule

Multi-Platform Journalism

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 5002	Public Journalism	3
Fundamental Course**	PMMA 5101	Freedom of Expression	3
Elective Course***	PMMA 6210	Cross Platform Production	3

Spring

January Intensive	PMMA 5012	Fundamentals of Web Design	1.5
Fundamental Course**	PMMA 5106	Race, Gender and Digital Media	3
Elective Course***	PMMA 6208	Data and Communication	3
Journalism Concentration****	PMMA 6101	Audio Narrative	3
Journalism Concentration****	PMMA 6102	Video Narrative	3

Summer

Capstone	PMMA 7619	Special Master's Project - Multi-Platform Journalism	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 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.

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 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.

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

One Fundamental Course:

Students choose one fundamental course. Recent courses include:

- **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.

One Elective Course (or Internship):

Students choose one elective course. Recent courses include:

- **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.

Two Journalism Concentration Courses:

Students choose two Journalism concentration courses. Recent courses include:

- **PMMA 6103 - 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.

Summer

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

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.