

NEW MEDIA MANAGEMENT MASTER'S PROGRAM 2020-2021

Second Summer Session (6 credits):

ICC 617 Issues in Media Management	3
COM 698 Media Law	3

Fall Semester (12 credits):

ICC 565 Designing Interactivity	3
ICC 606 Applied Research in Content Management	3
ICC 625 New Media Business	3
MBC 607 Understanding Financial Statements	1.5
MBC 609 Accounting for Managerial Decisions	1.5

Spring Semester (12 credits):

EEE 643 Emerging Enterprise Consulting	
Or	3
Approved Whitman Elective	
ICC 575 Advanced Web Design	3
Pre-req: ICC 565	
ICC 683 Case Studies in Media Management	3
Pre-req: ICC 606 and ICC 625	
New Media Management Elective (Chosen with Program Director)	3

First Summer Session (6 credits):

ICC 689 New Media Management Capstone	<u>6</u>
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Total Credits for Program: 36*

*Students without a prior communications background must complete an additional six credits in Newhouse coursework chosen in conjunction with the program director.