

# NEW MEDIA MANAGEMENT MASTER'S PROGRAM 2022-2023

## **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 Content Management, Development & Innovation	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	3
(Chosen with Program Director)	

## **First Summer Session (6 credits):**

ICC 689 New Media Management Capstone	6
---------------------------------------	---

**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.