

COMMUNICATIONS  
AND MEDIA  
MANAGEMENT



**FORDHAM**  
THE JESUIT UNIVERSITY OF NEW YORK

Gabelli School  
of Business



## **COURSES IN COMMUNICATIONS AND MEDIA MANAGEMENT INCLUDE:**

- Business of New Media
- Persuasive Communication
- Business of Sports Media
- Business of Entertainment Media
- Public Relations
- Personal Leadership
- Applied Business Communications

## **STUDENTS CAN PURSUE COMMUNICATIONS AND MEDIA MANAGEMENT AT THE ROSE HILL CAMPUS AS A:**

- Secondary concentration

## **STUDENTS RECENTLY HAVE RECEIVED INTERNSHIPS AND JOBS IN THIS INDUSTRY AT:**

- ABC TV
- Ann Taylor
- Bloomberg LP
- Clear Channel Communications
- Condé Nast
- Discovery Communications
- *Esquire* Magazine
- Fox Business
- Hearst Corporation
- Major League Baseball Advanced Media
- *Marie Claire* Magazine
- MTV Networks
- National Basketball Association
- Nickelodeon
- Post Road Entertainment
- Sony Music Entertainment
- Thomson Reuters

*For more information about courses and requirements, visit*

**[fordham.edu/gabelli/communications-media](http://fordham.edu/gabelli/communications-media)**

**Communications and media management at the Gabelli School can mean one of two things.**

The first is essential to all business leaders, no matter what their field: the need to communicate with colleagues, consultants, and others in a way that allows you to achieve your goals. It's a crucial skill, but many businessmen and women don't realize it until they're out in the corporate world.

The second is very specific: the knowledge and skills needed for careers in

entertainment, global media systems, digital media, and media consumer behavior.

Students interested in either or both of these definitions have a home at Fordham. They can select specific communications and media management courses based on how they see the discipline playing out in their working lives. No matter which they choose, they are taught by faculty who are well versed in research-based theory and hands-on practice, informed by current happenings in the media capital of the world, New York City.

# SUCCESS STORY

## Juan Gabriel Garcia, AOL On

AOL wants to beat YouTube at its own video game. Juan Gabriel Garcia signed on to help them do it.

At his internship with the video channel AOL On, Juan used his skills in several areas that were covered by his Gabelli School coursework. "I managed and observed why certain videos generate more traffic than others and monitored overall trends," Juan said. "I also kept track of new videos as they were added on to the site."

Juan said AOL is the kind of business for which he wants to work after graduation: "I want to be part of a company whose mission is to inform, entertain, and connect the world."



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