MAJOR IN MEDIA MANAGEMENT

Credit total is based on a 3-credit internship (DMJ490) and corequisite 1-credit Internship Seminar (DMJ491).

Students majoring in Digital Media Programming & Management ("Media Management") must complete at least two Business courses (one core course and at least one elective). A required internship and a senior capstone experience in media convergence complete the 45-47-credit plan of study. During the capstone, students will develop their own creative and business proposals and prototypes of digital media content distribution.

General Requirements:
- Grades of at least C- are required for courses to count toward majors in the Department of Digital Media & Journalism.
- A 2.0 average in Department of Digital Media & Journalism courses is required for degree application.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>DMJ101</td>
<td>Required Foundation Courses (9 Credits)</td>
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<tr>
<td>CMM104</td>
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<td>DMJ224</td>
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<td>DMJ221</td>
<td>Required Media Management Introductory Courses (10 Credits)</td>
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<td>DMJ215</td>
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<td>BUS325</td>
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<td>DMJ323</td>
<td>Required Media Management Advanced Courses (10 Credits)</td>
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<td>DMJ350</td>
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<td>4</td>
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<td>DMJ434</td>
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Required Elective Courses (9-11 Credits)
Select one of the following media theory, studies, and practice courses: 3-4
- DMJ321
- DMJ331
- DMJ343
- DMJ347
- DMJ393
- DMJ432
- DMJ452
- DMJ458
- DMJ464
- DMJ499

Select one of the following media production courses: 3-4
- DMJ340
- DMJ388
- DMJ440
- DMJ300

Select one of the following business practice courses: 1 3
- BUS201

Required Capstone (3 Credits)
DMJ444 3

Required Internship (4 Credits) 2
DMJ490 3
DMJ491 1

Total Credits 45-47

1 Students pursuing a minor in Business must complete BUS201, BUS215, and BUS250. Students pursuing the 4+1 MBA must complete BUS201 and BUS271. Please consult the course catalog and your adviser for other requirements.

2 Total credits may exceed 4, depending upon the credit hours associated with the particular internship.

This eight-semester plan (see important details [http://catalog.newpaltz.edu/undergraduate/additional-information-about-8-semester-plans]) is intended to guide a first-year student through a four-year undergraduate career, with completion of an academic major and all college-wide degree requirements. The plan is designed as an advising tool – a starting point for careful discussions between a student and his/her academic adviser. In consultation, the student and adviser will adjust the plan to accommodate the student’s prerequisite needs, transferred credits, and other such variables.

Students are responsible for reviewing their Progress Reports [https://www3.newpaltz.edu/progressreports] each semester to track their own progress toward degree requirements.