

# Media

## Foundational

Media, Platforms, and  
Content  
B8666/8611/B7611, 1.5/3  
credits

## Media Pathway Legend

- Foundational Elective
- Specialized or Related Elective
- Capstone Elective

## Media Industry

Entertainment Marketing &  
the Crafting of Celebrity  
Business  
B8629, 1.5 credits

Media Marketing and  
Entrepreneurship  
B8615, 1.5 credits

The Business of Sports  
B8687, 1.5 credits

The Business of Television  
and Streaming  
B8637, 1.5 credits

## Media Strategy

Media and Entertainment:  
Strategy Consulting  
Projects  
B8685, 3 credits

Media and Technology  
Strategy and Public Policy  
B8366, 3 credits

Digital Investing  
B8429, 3 credits

The Economics and Politics  
of Digital Disruption  
B8467, 1.5 credits

Mergers & Acquisitions in  
Media and Technology  
(Master Class)  
B8498, 3 credits

Digital Marketing  
B8679/B8680/B7680, 1.5/3  
credits

Digital Wars  
B8671, 3 credits