

**Media and Technology Elective Course Map**  
 Career Management Center **Media** and **Technology** One-Pagers

**Foundational Electives**

Media Platforms and Content: A Foundations Course (SP/SU)

**Functional Topics**

Digital Literacy for Decision Makers (SP)  
 Intro to Programming Using Python (FA/SP/SU)  
 Entrepreneurship in Incumbent Media Companies (FA)  
 Intro to Databases for Business Analytics (SP)  
 Media Marketing & Entrepreneurship (SP/SU)  
 Digital Marketing (SP/SU)  
 Entrepreneurship in Incumbent Media Companies (FA)  
 Data Analytics in Python (FA)

**Strategy**

NYC Immersion Seminar: Technology Disruption (SP)  
 Mergers & Acquisitions in Media (Master Class) (SP)  
 The Media Industries: Public Policy and Business Strategy (SP)  
 Technology Strategy (SP)  
 Media and Entertainment: Strategy Consulting Projects (SP/SU)  
 The Digital Economy: Regulatory Conflicts and Opportunities (SP)  
 Tools and Principles for Managing in the Information Economy and the Media Sector (SP)

**Industry Topics**

Digital Investing (FA)  
 VC Seminar (FA)  
 Entertainment Marketing & Managing Celebrity Brands (FA/SP)  
 Cable Value Chain (FA)  
 Marketing the Arts, Culture and Education (FA)  
 Sports Analytics (FA/SU)  
 The Business of Sports (FA)  
 Sports Economics & Policy (FA)

*Courses in the Film, Law, & Journalism schools*