MEDIA MANAGEMENT AND INNOVATION (MMI)

MMI 500 Selected Topics (1-6 Credits)
Public Communications
Interdisciplinary seminar examining various areas of intellectual and research interests related to the American black experience. Integrates knowledge of historical, cultural, sociological, political, and economic issues. Prereq: lower-division course in the social sciences.

MMI 510 Topics in Media Entrepreneurship (1 Credit)
Public Communications
These five-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: New Ventures in Media, Lean Digital Media Startups, and others based on faculty and student interest.
Repeatable 3 times for 3 credits maximum

MMI 600 Selected Topics (1-6 Credits)
Public Communications
Interdisciplinary seminar examining various areas of intellectual and research interests related to the American black experience. Integrates knowledge of historical, cultural, sociological, political, and economic issues. Prereq: lower-division course in the social sciences.

MMI 606 Strategic Content Management (3 Credits)
Public Communications
Double-numbered with MMI 306
This course teaches the principles of content development, optimization, and management practices, including SEO and analytics, to empower communications professionals to create, optimize, and deliver digital content across a multitude of channels now and in the future. Additional work required of graduate students.
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/); Scientific Inquiry and Research Skills (https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/)

MMI 612 Digital Communications Systems (3 Credits)
Public Communications
This course explores the digital media and technology landscapes that allow communications professionals to deliver appropriate content over various channels, acquire audiences, and capture data to better understand end users. This course is offered as part of our online communications masters program.

MMI 617 The Changing Media Landscape (3 Credits)
Public Communications
An intensive reading course where students explore key economic, strategic and technological forces changing media businesses.

MMI 622 Digital Communications Strategy and Innovation (3 Credits)
Public Communications
Students will demonstrate mastery of concepts and practices from previous coursework, and using both entrepreneurial and intrapreneurial approaches will produce a plan for a comprehensive and innovative solution to a digital media communication problem.

MMI 625 Advanced Media Business (3 Credits)
Public Communications
Double-numbered with MMI 425
This course examines how generative AI, machine learning, emerging media, and data-driven marketing are reshaping content creation, audience engagement, and media business models.
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

MMI 627 New Media Venture Launch (3 Credits)
Public Communications
Double-numbered with MMI 427
Students will learn the process of preparing and validating new media business ideas for launching-whether freelance, small business or high-scale ventures. In the process, all learn tools and techniques required to become media innovators and entrepreneurs. Additional work required of graduate students.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

MMI 628 Entertainment Innovation & Entrepreneurship (3 Credits)
Public Communications
Double-numbered with MMI 428
This course provides study in the entrepreneurial process for the creative industries. Students learn effectuation, the five types of new ventures, and the basics of startup culture and media product development. Additional work required of graduate students.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

MMI 632 Media Industry Leadership and Change (1.5 Credits)
Public Communications
Each immersion focuses on a topic that is relevant to its location and to the mass media and communications industries. Guest speakers and presenters will include leaders from top communications organizations and new media startups worldwide.
Repeatable 2 times for 3 credits maximum

MMI 634 Trendspotting in Digital Media (3 Credits)
Public Communications
Double-numbered with MMI 434
Students analyze current and future technologies, searching for innovative and disruptive new media, platforms, and careers. They will learn strategies to recognize potential trends. Additional work is required of graduate students.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

MMI 665 Web Development & Design for Media (3 Credits)
Public Communications
Double-numbered with MMI 365
In this introductory-level web development course, students learn HTML, CSS, front-end development frameworks, and web design to deliver mobile-friendly web pages. Students will research and evaluate an audience to perform a website redesign. Additional work required for graduate students.
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

MMI 670 Experience Credit (1-6 Credits)
Public Communications
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable 6 times for 6 credits maximum

MMI 675 Advanced Web Design (3 Credits)
Public Communications
Double-numbered with MMI 475
Students learn programming and scripting concepts for advanced web applications. This course builds on mark-up frameworks to create advanced interactions and dynamic content updates. Additional work required of graduate students.
Advisory recommendation Prereq: MMI 665
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

MMI 680 Topics in Advanced Media Management (3 Credits)
Public Communications
Double-numbered with MMI 380
This course is an intensive discussion, exploration, and application of advanced media management and emerging media principles to modern media, communication and business practices.
Repeatable 2 times for 6 credits maximum
Advisory recommendation Prereq: MMI 606 and MMI 625

MMI 689 Advanced Media Management Capstone (3-6 Credits)
Public Communications
Culminating experience for students in the Advanced Media Management Program. Students will deepen their knowledge of concepts studied and skills developed during the previous year. In this capstone, students participate in a management project for a media business.
Advisory recommendation Prereq: MMI 617 and MMI 625 and MMI 665 and MMI 680

MMI 690 Independent Study (1-6 Credits)
Public Communications
In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.