MEDIA MANAGEMENT AND INNOVATION (MMI)

MMI 300 Selected Topics (1-6 Credits)
Public Communications
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MMI 306 Strategic Content Management (3 Credits)
Public Communications
Double-numbered with MMI 606
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 365 Web Development & Design for Media (3 Credits)
Public Communications
Double-numbered with MMI 665
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 380 Topics in Advanced Media Management (3 Credits)
Public Communications
Double-numbered with MMI 680
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

MMI 400 Selected Topics (1-6 Credits)
Public Communications
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MMI 425 Advanced Media Business (3 Credits)
Public Communications
Double-numbered with MMI 625
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 427 New Media Venture Launch (3 Credits)
Public Communications
Double-numbered with MMI 627
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 428 Entertainment Innovation & Entrepreneurship (3 Credits)
Public Communications
Double-numbered with MMI 628
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 434 Trendspotting in Digital Media (3 Credits)
Public Communications
Double-numbered with MMI 634
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 475 Advanced Web Design (3 Credits)
Public Communications
Double-numbered with MMI 675
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.
Prereq: MMI 365
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 490 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.

MMI 499 Honors Capstone (1-6 Credits)
Public Communications
Completion of an Honors Capstone Project under the supervision of a faculty member.
Repeatable 6 times for 6 credits maximum

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