## MS in Media Management

**Plan for Part-Time (Two Years) Study***

### Fall Semester I: 7 credits
1. JMM 632 Current Issues in Media Management (3 credits)
2. MGT 620 Managing Through People (2 credits)
3. MAS 631 Statistics for Managerial Decision Making (2 credits)

### Spring Semester I: 5 credits
1. JMM 636 Content Strategy in the Media Industry (3 credits)
2. MGT 677 Corporate Strategy and Organization (2 credits)

### Summer I (A): 3 credits
1. JMM 614 Law and Ethics in Journalism and Media Management (3 credits)

### Fall Semester II: 7 credits
1. School of Communication Elective (3 credits)
2. ACC 670 Financial Reporting and Analysis (2 credits)
3. BUS 610 Critical Thinking and Persuasion for Business (2 credits)

### Spring Semester II: 7 credits
1. School of Communication Elective (3 credits)
2. FIN 641 Valuation and Financial Decision Making (2 credits)
3. MKT 640 Foundations of Marketing Management (2 credits)

### Summer II (A): 3 credits
1. JMM 642 Audience Research and Analysis (3 credits)

**Total: 32 credits**

*The schedule is subject to change and course availability.*