



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.