

MEDIA MANAGEMENT MAJOR

The **Media Management Major** focuses on the business aspects of the media industry. It emphasizes the importance of analytical skills to prepare students for entering a constantly changing industry. Media Management students can gain professional knowledge and experience through campus media (e.g., WVUM, UMTV, Distraction, The Miami Hurricane), internship programs, or our Media Management Association (MMA). MMA speakers have included TV sales managers, programming executives, and media entrepreneurs. In addition, MMA sponsors an annual awards competition for outstanding undergraduate works in media management. Students also have the opportunity to participate in the School's Semester in Los Angeles program.

“AN INNOVATIVE MAJOR WITH FLEXIBILITY”

REQUIRED COURSES

- Understanding Media and Content in the Digital Age
 - Freedom of Expression and Communication Ethics
 - Writing for the Digital Age
- One of the following:
- Public Speaking
 - Business Communication
 - TV Performance

MAJOR COURSES

- Media Research and Analysis
- Legal Issues in Media Management
- Media Programming
- Strategic Media Management
- Media Entrepreneurship
- Media Technology

ELECTIVES

- Web and Media Analytics
 - Media Sales
 - Media Economics
 - Evolution and Impact of Television Content: The American Sitcom
 - Media Distribution for Film and Television
- And More....

ADDITIONAL SUGGESTED COURSES

- School of Business:
- Principles of Financial Accounting
 - Economic Principles and Problems
 - Fundamentals of Finance for Non-Finance Majors
 - Marketing Foundations

LEADING TO CAREER OPTIONS IN:

MEDIA RESEARCH

Research Companies
Marketing Companies
Media Companies

MEDIA SALES

TV/Radio Stations
TV/Radio Networks
Magazines
Newspapers
Content Providers

MEDIA PROGRAMMING

Distribution
Production
Marketing
Promotion
Startups

MEDIA AUDIENCES

Ratings
Social Media
Web Analytics

Contact

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