The **Media Management Major** focuses on the business aspects of the media industry. It emphasizes the importance of managerial and analytical skills to prepare students for entering a constantly changing industry. Media Management students can gain knowledge and experience through campus media (e.g., UMTV, WVUM, Distraction, The Miami Hurricane), internship programs, or our Media Management Association (MMA). MMA speakers have included local and national executives in sales, programming, and distribution. 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.

**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**
Ana François
Department of Journalism and Media Management
School of Communication
University of Miami
5100 Brunson Drive
Coral Gables, FL 33146, USA

**Phone:** 305-284-5201  
**Fax:** 305-284-5205  
**Email:** a.francois@miami.edu  
**Site:** http://com.miami.edu/cmm  
**Twitter:** @UMiamiMediaMgmt