



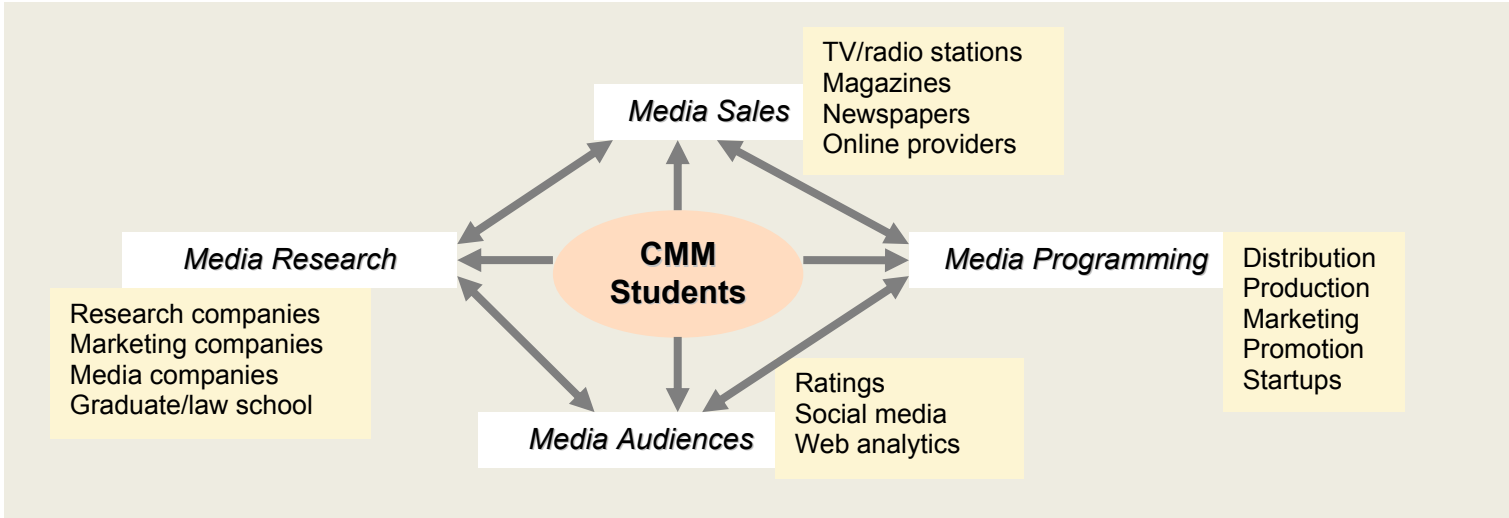
THE MEDIA MANAGEMENT MAJOR (CMM)

ARE YOU INTERESTED IN ...



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 experience through campus media (e.g., WVUM, UMTV, *Distraction*, *The Miami Hurricane*) and through national or local internship programs. They also have the opportunity to participate in the School's Semester in Los Angeles program.

CAREER OPTIONS



COURSES

Innovative Major with Flexibility

Core 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

- Four courses

Additional Suggested Courses

UM BUSINESS SCHOOL

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

PRINCIPAL FACULTY

Personalized Teaching That Stimulates Student Interest



Paul Driscoll (Ph.D.), New Media and Telecommunication Policy
Michel Dupagne (Ph.D., M.B.A.), New Media and Media Economics
Ana François (M.B.A.), Media Distribution and Entrepreneurship
Mitchell Shapiro (Ph.D.), Media Programming and Persuasion
Sam Terilli (J.D.), Communication and Business Law

STUDENT ORGANIZATION

Valuable Opportunities to Meet Industry Professionals

The **Media Management Association** encourages students to expand their knowledge and horizons of the media industry through interactions with media professionals. Speakers have included TV sales managers, programming executives, and media entrepreneurs. Officers are elected every year to lead the organization. MMA also sponsors an annual awards competition for outstanding undergraduate works in media management.

MEDIA 
MANAGEMENT
Association

CONTACT

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