The Media Management Major focuses on the business aspects of the media industry. It emphasizes the importance of analytical skills to address the challenges of 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.
COURSES

Core Courses
- Understanding Media and Content in the Digital Age
- Freedom of Expression and Communication Ethics
- ONE OF THE FOLLOWING:
  - Introduction to Electronic Media Production
  - Multimedia Design
  - Web Lab
- ONE OF THE FOLLOWING:
  - Writing for the Digital Age
  - Business Writing

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

Innovative Major with Flexibility

Electives
- Three courses

Additional Suggested Courses
- ONE OF THE FOLLOWING:
  - Public Speaking
  - Business Communication

UM BUSINESS SCHOOL
- Economics
- Marketing
- Two other courses

PRINCIPAL FACULTY

Personalized Teaching That Stimulates Interest

Paul Driscoll (Ph.D.), New Media
Michel Dupagne (Ph.D.), 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 Connections with the Media Industry

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 and distribution executives, and newspaper marketers. Elections for MMA officers are organized every spring.

CONTACT

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