# MS in Media Management

## Plan for Full-Time (One Year) Study*

### Fall Semester: 14 credits

1. JMM 632 Current Issues in Media Management (3 credits)
2. School of Communication Elective (3 credits)
3. MGT 620 Managing Through People (2 credits)
4. MAS 631 Statistics for Managerial Decision Making (2 credits)
5. ACC 671 Accounting for Decision Making (2 credits)
6. BUS 610 Critical Thinking and Persuasion for Business (2 credits)

### Spring Semester: 12 credits

1. JMM 636 Content Strategy in the Media Industry (3 credits)
2. School of Communication Elective (3 credits)
3. FIN 641 Valuation and Financial Decision Making (2 credits)
4. MKT 640 Foundations of Marketing Management (2 credits)
5. MGT 677 Corporate Strategy and Organization (2 credits)

### Summer (A): 6 credits

1. JMM 614 Law and Ethics in Journalism and Media Management (3 credits)
2. JMM 642 Audience Research and Analysis (3 credits)

**Total: 32 credits**

*The schedule is subject to change and course availability.*