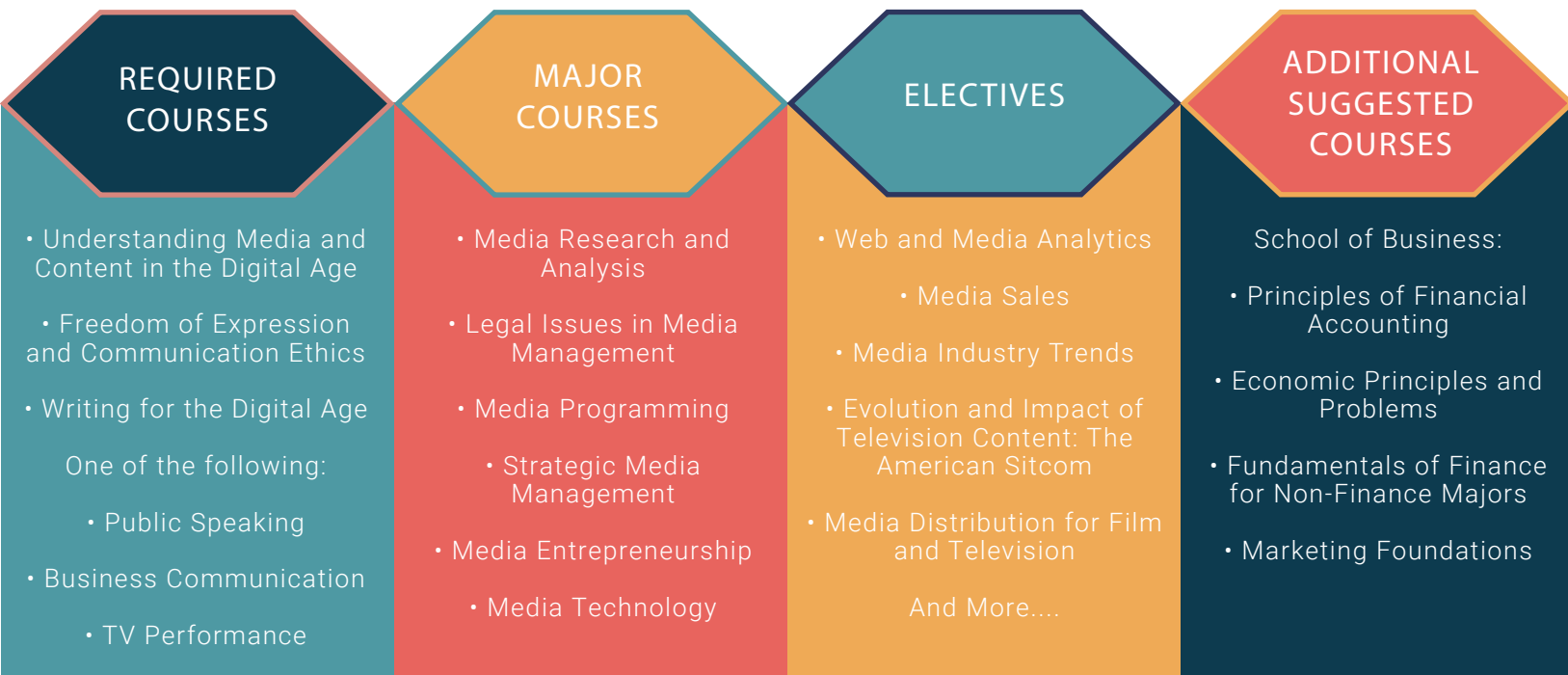


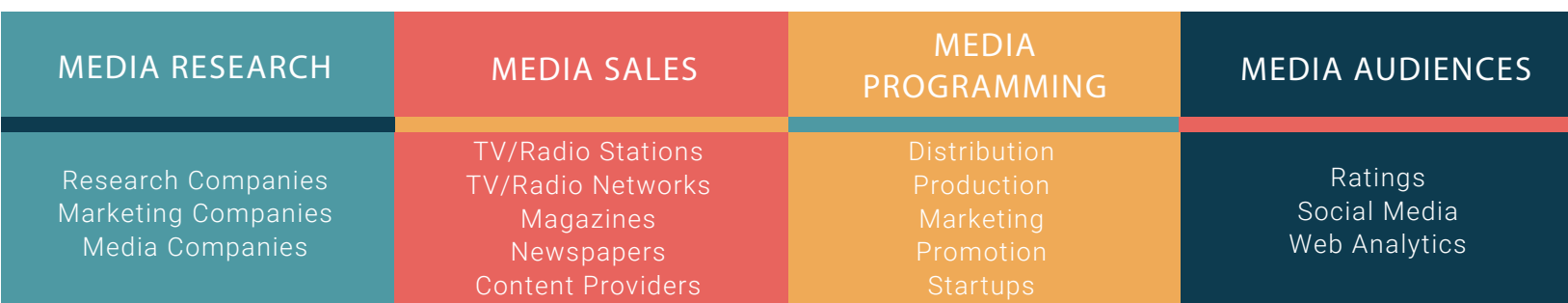
# MEDIA MANAGEMENT MAJOR

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.

## "AN INNOVATIVE MAJOR WITH FLEXIBILITY"



## LEADING TO CAREER OPTIONS IN:



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