



## MS IN MEDIA MANAGEMENT PLAN FOR FULL-TIME (ONE YEAR) STUDY\*

### Fall Semester: 14 credits

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| 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

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| 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

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| 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.