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"

REQUIRED COURSES

- Understanding Media and Content in the Digital Age
- Freedom of Expression and Communication Ethics
- Writing for the Digital AgeOne 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

- Web and Media Analytics
 - Media Sales
- Media Industry Trends
- Evolution and Impact of Television Content: The American Sitcom
- Media Distribution for Film and Television

And More....

ADDITIONAL SUGGESTED COURSES

School of Business:

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

LEADING TO CAREER OPTIONS IN:

MEDIA RESEARCH

Research Companies Marketing Companies Media Companies

MEDIA SALES

TV/Radio Stations
TV/Radio Networks
Magazines
Newspapers
Content Providers

MEDIA PROGRAMMING

Production
Marketing
Promotion
Startups

MEDIA AUDIENCES

Ratings Social Media Web Analytics

Contact

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