



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. ACC 600 Accounting for Decision-Making and Control (2 credits) |
| 4. BUS 610 Communicating for Career Success (2 credits) |
| 5. MGT 620 Managing Through People (2 credits) |
| 6. MAS 631 Statistics for Managerial Decision Making (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. MKT 640 Foundations of Marketing Management (2 credits) |
| 4. FIN 641 Valuation and Financial Decision Making (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.