



MS IN MEDIA MANAGEMENT PLAN FOR PART-TIME (TWO YEARS) STUDY*

Fall Semester I: 7 credits

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| 1. JMM 632 Current Issues in Media Management (3 credits) |
| 2. MGT 620 Managing Through People (2 credits) |
| 3. MAS 631 Statistics for Managerial Decision Making (2 credits) |

Spring Semester I: 5 credits

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| 1. JMM 636 Content Strategy in the Media Industry (3 credits) |
| 2. MGT 677 Corporate Strategy and Organization (2 credits) |

Summer I (A): 3 credits

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| 1. JMM 614 Law and Ethics in Journalism and Media Management (3 credits) |
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Fall Semester II: 7 credits

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| 1. School of Communication Elective (3 credits) |
| 2. ACC 600 Accounting for Decision-Making and Control (2 credits) |
| 3. BUS 610 Communicating for Career Success (2 credits) |

Spring Semester II: 7 credits

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| 1. School of Communication Elective (3 credits) |
| 2. MKT 640 Foundations of Marketing Management (2 credits) |
| 3. FIN 641 Valuation and Financial Decision Making (2 credits) |

Summer II (A): 3 credits

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| 1. JMM 642 Audience Research and Analysis (3 credits) |
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Total: 32 credits

*The schedule is subject to change and course availability.