# MS in Media Management

## Plan for Part-Time (Two Years) Study*

<table>
<thead>
<tr>
<th>Semester</th>
<th>Credits</th>
<th>Courses</th>
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</table>
| **Fall Semester I** | 7 | 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 | 1. JMM 636 Content Strategy in the Media Industry (3 credits)  
2. MGT 677 Corporate Strategy and Organization (2 credits) |
| **Summer I** | 3 | 1. JMM 614 Law and Ethics in Journalism and Media Management (3 credits) |
| **Fall Semester II** | 7 | 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 | 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** | 3 | 1. JMM 642 Audience Research and Analysis (3 credits) |

**Total: 32 credits**

*The schedule is subject to change and course availability.

4/20/2021