



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

Fall Semester I: 7 credits

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

1. JMM 636 Content Strategy in the Media Industry (3 credits)
2. MGT 676 Managing Strategic Governance (2 credits)

Summer I (A): 3 credits

1. JMM 614 Law and Ethics in Journalism and Media Management (3 credits)

Fall Semester II: 7 credits

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

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

1. JMM 642 Media Management Research and Analysis (3 credits)

Totals: 32 credits

*The schedule is subject to change and course availability.