M.S. IN MEDIA MANAGEMENT

Created in partnership with the Miami Business School, the Master of Science in Media Management is designed to prepare students for careers on the business side of the industry, such as content distribution and audience research. Students will acquire a solid background to understand and operate in the different segments of the rapidly changing media industry by being exposed to both business principles and key aspects of media management, technology, economics, programming, distribution, measurement, and law. The program allows students to cultivate their own topical interests in required media management courses and electives.

Curriculum Requirements - Full-Time (One Year) Study

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>JMM 632</td>
<td>Current Issues in Media Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 620</td>
<td>Managing Through People</td>
<td>2</td>
</tr>
<tr>
<td>MAS 631</td>
<td>Statistics for Managerial Decision Making</td>
<td>2</td>
</tr>
<tr>
<td>ACC 671</td>
<td>Accounting for Decision Making</td>
<td>2</td>
</tr>
<tr>
<td>BUS 610</td>
<td>Critical Thinking and Persuasion for Business</td>
<td>2</td>
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<td></td>
<td>Communication Elective</td>
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Spring Semester

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<tr>
<td>JMM 636</td>
<td>Content Strategy in the Media Industry</td>
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<tr>
<td>FIN 641</td>
<td>Valuation and Financial Decision Making</td>
<td>2</td>
</tr>
<tr>
<td>MKT 640</td>
<td>Foundations of Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>MGT 677</td>
<td>Corporate Strategy and Organization</td>
<td>2</td>
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Summer I Semester

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<tr>
<td>JMM 614</td>
<td>Law and Ethics in Journalism and Media Management</td>
<td>3</td>
</tr>
<tr>
<td>JMM 642</td>
<td>Audience Research and Analysis</td>
<td>3</td>
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Communication Electives

JMM 609 Internship in Journalism and Media Management
JMM 610 Comparative Media Systems
JMM 616 Evolution and Impact of Television Content: The American Sitcom
JMM 634 Media Distribution for Film and Television
JMM 637 The Business of Modern Journalism
JMM 643 Media Industry Trends
JMM 647 Magazine Planning
JMM 648 Sports and the Media
JMM 655 Media Technology
JMM 657 Media Entrepreneurship
CIM 609 Legal Aspects of Motion Pictures
CIM 622 UX Research
CIM 643 Designing Innovation
CIM 645 Managing Interactive Media Projects
CIM 670 The Independent Producer
COS 630 Conflict Management
STC 623 Crisis Communication and Management
STC 628 Public Relations Management

Total Credit Hours 32

Curriculum Requirements - Part-Time (Two Years) Study

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<td>Current Issues in Media Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 620</td>
<td>Managing Through People</td>
<td>2</td>
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Fall Semester - Year One
MAS 631 Statistics for Managerial Decision Making 2

Spring Semester - Year One
JMM 636 Content Strategy in the Media Industry 3
MGT 677 Corporate Strategy and Organization 2

Summer I Semester - Year One
JMM 614 Law and Ethics in Journalism and Media Management 3

Fall Semester - Year Two
ACC 671 Accounting for Decision Making 2
BUS 610 Critical Thinking and Persuasion for Business 2
Communication Elective 3

Spring Semester - Year Two
FIN 641 Valuation and Financial Decision Making 2
MKT 640 Foundations of Marketing Management 2
Communication Elective 3

Summer I Semester - Year Two
JMM 642 Audience Research and Analysis 3

Communication Electives
JMM 609 Internship in Journalism and Media Management
JMM 610 Comparative Media Systems
JMM 616 Evolution and Impact of Television Content: The American Sitcom
JMM 634 Media Distribution for Film and Television
JMM 637 The Business of Modern Journalism
JMM 643 Media Industry Trends
JMM 647 Magazine Planning
JMM 648 Sports and the Media
JMM 655 Media Technology
JMM 657 Media Entrepreneurship
CIM 609 Legal Aspects of Motion Pictures
CIM 622 UX Research
CIM 643 Designing Innovation
CIM 645 Managing Interactive Media Projects
CIM 670 The Independent Producer
COS 630 Conflict Management
STC 623 Crisis Communication and Management
STC 628 Public Relations Management

Total Credit Hours 32

Mission
The M.S. program in Media Management will prepare students for careers on the business side of the media industry, such as operations, marketing, sales, and research. The program will cover both business principles and key aspects of media management, technology, economics, programming, distribution, research, and law as they pertain to the changing media environment. Students will gain strategic and analytical skills through media case studies and applications.

Goals
Our graduates should be able to:

- Master business fundamentals;
- Understand the dynamics of the media ecosystem from technological, economic, and regulatory perspectives;
- Learn the role of content in the media ecosystem and its relationship to audience measurement;
- Develop problem-solving skills to address media industry issues and challenges through case studies and applications; and
- Acquire expertise in one or more areas that are consistent with their personal interests.
Student Learning Outcomes

• Students will demonstrate knowledge of how technological change has influenced the economic transformation of the media ecosystem and the content delivery process across various platforms.
• Students will demonstrate the ability to analyze business plans and audiences using a variety of media industry metrics and research techniques.
• Students will demonstrate the ability to address technological, economic, financial, and legal challenges facing media companies and present cogent and effective solutions.