

M.S. IN MEDIA MANAGEMENT

Overview

Created in partnership with the Miami Herbert 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.

Admission Requirements

The following is a list of the required conditions as well as the required documents/fees for your application for admission to the Master of Science degree in Media Management in the School of Communication:

- A baccalaureate degree from an accredited institution
- The School's official application
- An \$85.00 non-refundable application fee
- Three letters of recommendation
- 500-word typed statement of academic and professional goals
- Official transcripts of all college work, both undergraduate and graduate
 - Note: In addition, international applicants must send an official copy of their diploma for all degrees earned, and all documentation that confers their degree, with English translation for all degrees earned.
 - Note: All transcripts must be the original document, forwarded directly from the university; Xerox copies, true copies, notarized copies and other types of copies are not acceptable.
- Official TOEFL or IELTS scores
 - Note: Only for international applicants.
- Copy of current passport
 - Note: Only for international applicants. The name entered on the graduate application must exactly match your name as it appears on your passport.

Contact the Office of Graduate Studies, call 305-284-5236 or email (socgrad@miami.edu), for information.

Curriculum Requirements

Code	Title	Credit Hours
ACC 600	Accounting for Decision-Making and Control	2
BUS 610	Communicating for Career Success	2
FIN 641	Valuation and Financial Decision Making	2
JMM 614	Law and Ethics in Journalism and Media Management	3
JMM 632	Current Issues in Media Management	3
JMM 636	Content Strategy in the Media Industry	3
JMM 642	Media Management Research and Analysis	3
MAS 631	Statistics for Managerial Decision Making	2
MGT 620	Managing Through People	2
MGT 677	Corporate Strategy and Organization	2
MKT 640	Foundations of Marketing Management	2
Communication Electives		6
Suggested electives might include but are not limited to:		
JMM 609	Internship in Journalism and Media Management	
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 640	Web Design	
JMM 643	Media Industry Trends	
JMM 647	Magazine Planning	
JMM 648	Sports and the Media	

JMM 657	Media Entrepreneurship	
JMM 660	Managing Media Brands	
JMM 663	Introduction to Generative AI for Data Analytics	
JMM 665	Media Negotiation	
CCA 609	Legal Aspects of Motion Pictures	
CCA 680	Inside the Entertainment Industry	
CIM 615	Interactive Media Business Essentials	
CIM 664	Video Game Spectatorship and Esports	
COS 630	Conflict Management	
STC 623	Crisis Communication and Management	
STC 628	Public Relations Management	
STC 634	Social Media Strategies	
STC 644	Social Media Analytics	
Total Credit Hours		32

Sample Plan of Study: Full-Time (One Year) Study

Year One		
Fall		Credit Hours
JMM 632	Current Issues in Media Management	3
ACC 600	Accounting for Decision-Making and Control	2
BUS 610	Communicating for Career Success	2
MGT 620	Managing Through People	2
MAS 631	Statistics for Managerial Decision Making	2
Communication Elective		3
	Credit Hours	14
Spring		
JMM 636	Content Strategy in the Media Industry	3
MKT 640	Foundations of Marketing Management	2
FIN 641	Valuation and Financial Decision Making	2
MGT 677	Corporate Strategy and Organization	2
Communication Elective		3
	Credit Hours	12
Summer I		
JMM 614	Law and Ethics in Journalism and Media Management	3
JMM 642	Media Management Research and Analysis	3
	Credit Hours	6
	Total Credit Hours	32

Sample Plan of Study: Part-Time (Two Years) Study

Year One		
Fall		Credit Hours
JMM 632	Current Issues in Media Management	3
MGT 620	Managing Through People	2
MAS 631	Statistics for Managerial Decision Making	2
	Credit Hours	7
Spring		
JMM 636	Content Strategy in the Media Industry	3
MGT 677	Corporate Strategy and Organization	2
	Credit Hours	5

Summer I		
JMM 614	Law and Ethics in Journalism and Media Management	3
Credit Hours		3
Year Two		
Fall		
ACC 600	Accounting for Decision-Making and Control	2
BUS 610	Communicating for Career Success	2
Communication Elective		3
Credit Hours		7
Spring		
MKT 640	Foundations of Marketing Management	2
FIN 641	Valuation and Financial Decision Making	2
Communication Elective		3
Credit Hours		7
Summer I		
JMM 642	Media Management Research and Analysis	3
Credit Hours		3
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 trends in media business models, content distribution, and audience measurement.
- Students will demonstrate the ability to address technological, economic, financial, and legal challenges facing media companies and present cogent and effective solutions.