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

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Total Credit Hours 32

Curriculum Requirements - Part-Time (Two Years) Study

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