## MINOR IN MEDIA MANAGEMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMM 102</td>
<td>Understanding Media and Content in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMM 402</td>
<td>Strategic Media Management</td>
<td>3</td>
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</tbody>
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Select a minimum of 9 JMM credit hours from the following list: 1

- JMM 301 Media Research and Analysis
- JMM 304 Web and Media Analytics
- JMM 305 Legal Issues in Media Management
- JMM 313 Media Sales
- JMM 314 Media Programming
- JMM 403 Media Industry Trends
- JMM 407 Media Entrepreneurship
- JMM 414 Evolution and Impact of Television Content: The American Sitcom
- JMM 434 Media Distribution for Film and Television
- JMM 435 Media Technology
- JMM 592 Special Topics in Journalism and Media Management

Total Credit Hours 15

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1. Must have approval from JMM Faculty Advisor to count other JMM and/or COM courses towards the Media Management minor
2. A grade of C or higher is required in all courses (a C- is not acceptable).