

# J.D./M.S. IN MEDIA MANAGEMENT

## Overview

This program is designed for J.D. students who have an interest in the regulatory and business side of the media industry. The program includes a set of essential business courses (e.g., accounting for decision-making, corporate strategy and organization, and foundations of marketing management) as well as an array of industry-specific courses (e.g., content strategy, audience research and analysis, and issues in media management).

Required courses in the M.S. program are held on Saturdays and weekday evenings offering flexibility to the program's students. No prior business or media management experience is required.

## Admissions Process:

- Students will be admitted to the Law School J.D. program and the Media Management master's program separately. Typically students will begin in the Law School and then start the master's program in their second year of Law School. However, it is possible for students in the Media Management program to apply to the Law School, be accepted, and begin the joint degree program/first year of the J.D. program the following year. (M.S. students need to save 6 credits to be completed after they begin their J.D. program.)
- Applications to the M.S. program may be submitted between December 1<sup>st</sup> and May 15<sup>th</sup> for a fall start. The GRE or GMAT will not be required; the student's LSAT scores will be used instead. Once a student applies, the School of Communication will request the student's Law School application from the Law School.

## Curriculum Requirements

Code	Title	Credit Hours
<b>J.D. Requirements including the following:</b>		<b>82</b>
<b>Required</b>		
LAW 159	FAKE NEWS: MEDIA LAW IN THE AGE OF TRUMP	
LAW 200	Administrative Law	
<b>9 credits from the following list with at least one course from Content-Focused category (minimum of 2-credit course) and one course from the Corporate and Regulatory category (minimum of 2-credit course):</b>		
<b>Content-Focused</b>		
LAW 112	Copyright Law	
LAW 132	Trademark Law	
LAW 157	Intellectual Property for Business Lawyers	
LAW 256	First Amendment	
LAW 281	Entertainment Law: Motion Pictures and Television	
LAW 331	VIMEO, TWITTER, AND YOUTUBE: ONLINE LIABILITY AND NET NEUTRALITY	
LAW 342	The Free Speech Clause	
LAW 594	Advanced Trademark	
LAW 902	ENTERTAINMENT LAW IN LATIN AMERICA	
LAW 907	INTELLECTUAL PROPERTY TRANSACTIONS NEGOTIATIONS	
LAW 927	Media Distribution	
<b>Corporate and Regulatory</b>		
LAW 100	Business Association	
LAW 103	Corporate Tax	
LAW 108	Antitrust	
LAW 140	Taxation of Business Entities	
LAW 154	Corporate Compliance and Risk Management	
LAW 174	Mergers and Acquisitions	
LAW 205	Labor Law	
LAW 246	Employment Law	
LAW 306	Conflict of Laws	
LAW 309	International Business Transactions	
LAW 351	International Business Law Seminar	
LAW 541	Deal Skills: Cross Border Finance Transactions	

LAW 546	Introduction to Business Practices and Drafting of Transaction Documents	
LAW 573	Data Security and Incident Response	
LAW 586	Federal Policymaking: Legislation, Regulation, and Litigation	
LAW 599	Law, Policy, and Technology	
LAW 600	Privacy Seminar	
LAW 741	Introduction to the Deal	
LAW 762	Latin American Contracts	
<b>M.S. Requirements <sup>2</sup></b>		
ACC 600	Accounting for Decision-Making and Control	2-3
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	Audience 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
<b>Total Credit Hours</b>		<b>108-109</b>

<sup>1</sup> Six of these nine credits will be used to fulfill the electives required for the M.S. degree.

<sup>2</sup> Six credits from these courses will also be counted toward the 88 total credits required for the J.D.

## Sample Plan of Study

### 3-Year Program with 2 Summers

<b>Year One</b>		
<b>Fall</b>		<b>Credit Hours</b>
JD Courses		16
	<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>		
JD Courses		16
	<b>Credit Hours</b>	<b>16</b>
<b>Summer</b>		
JD Courses		6
	<b>Credit Hours</b>	<b>6</b>
<b>Year Two</b>		
<b>Fall</b>		
JD Courses		8
ACC 600	Accounting for Decision-Making and Control	2-3
BUS 610	Communicating for Career Success	2
MGT 620	Managing Through People	2
MAS 631	Statistics for Managerial Decision Making	2
	<b>Credit Hours</b>	<b>16-17</b>
<b>Spring</b>		
JD Courses		10
MKT 640	Foundations of Marketing Management	2
FIN 641	Valuation and Financial Decision Making	2
MGT 677	Corporate Strategy and Organization	2
	<b>Credit Hours</b>	<b>16</b>

<b>Summer</b>		
JMM 614	Law and Ethics in Journalism and Media Management	3
JMM 642	Audience Research and Analysis	3
<b>Credit Hours</b>		<b>6</b>
<b>Year Three</b>		
<b>Fall</b>		
JD Courses		13
JMM 632	Current Issues in Media Management	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
JD Courses		13
JMM 636	Content Strategy in the Media Industry	3
<b>Credit Hours</b>		<b>16</b>
<b>Total Credit Hours</b>		<b>108-109</b>

### 3.5-Year Program

<b>Year One</b>		
<b>Fall</b>		<b>Credit Hours</b>
JD Courses		16
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
JD Courses		16
<b>Credit Hours</b>		<b>16</b>
<b>Year Two</b>		
<b>Fall</b>		
JD Courses		10
ACC 600	Accounting for Decision-Making and Control	2-3
MGT 620	Managing Through People	2
MAS 631	Statistics for Managerial Decision Making	2
<b>Credit Hours</b>		<b>16-17</b>
<b>Spring</b>		
JD Courses		10
JMM 636	Content Strategy in the Media Industry	3
FIN 641	Valuation and Financial Decision Making	2
<b>Credit Hours</b>		<b>15</b>
<b>Summer</b>		
JMM 614	Law and Ethics in Journalism and Media Management	3
JMM 642	Audience Research and Analysis	3
<b>Credit Hours</b>		<b>6</b>
<b>Year Three</b>		
<b>Fall</b>		
JD Courses		12
BUS 610	Communicating for Career Success	2
<b>Credit Hours</b>		<b>14</b>
<b>Spring</b>		
JD Courses		10
MGT 677	Corporate Strategy and Organization	2
MKT 640	Foundations of Marketing Management	2
<b>Credit Hours</b>		<b>14</b>
<b>Year Four</b>		
<b>Fall</b>		
JD Courses		8

JMM 632	Current Issues in Media Management	3
	<b>Credit Hours</b>	<b>11</b>
	<b>Total Credit Hours</b>	<b>108-109</b>