

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 Arts, Master of Science, or Master of Fine Arts degree 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
 - Note: for the Interactive Media M.F.A., please visit this web site (<http://com.miami.edu/interactive-media-mfa/>) for specific instructions about the statement.
- 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.
- Official Graduate Record Examination (GRE) scores
 - Note: Required for M.A. applicants in Communication Studies and Public Relations.
 - Note: Journalism M.A. and Interactive Media M.F.A. applicants may send GRE scores or a portfolio.
 - Note: Media Management M.S. applicants may send the official Graduate Record Examination (GRE) or Graduate Management Admission Test (GMAT) scores. Those applicants with at least three years of full-time relevant professional media or business work experience (by the time they apply) may be eligible for a waiver. Eligibility for a waiver depends on the quality and type of professional experience and remains at the discretion of the Department of Journalism and Media Management Chairperson.
- Portfolio
 - Note: Required for Motion Pictures M.F.A. applicants.

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	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

Communication Electives	Suggested electives might include, but are not limited to:	6
JMM 609	Internship in Journalism and Media Management	
JMM 616	Evolution and Impact of Television Content: The American Sitcom	
JMM 633	Social Media	
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 657	Media Entrepreneurship	
JMM 659	Web and Media Analytics	
JMM 663	Applied Data Analytics for Journalism and Media Management	
CCA 609	Legal Aspects of Motion Pictures	
CCA 670	The Independent Producer	
CIM 612	Human Computer Interaction	
CIM 615	Interactive Media Business Essentials	
CIM 682	UX Research	
COM 672	Seminar in Persuasive Communication	
COS 630	Conflict Management	
STC 623	Crisis Communication and Management	
STC 628	Public Relations Management	
Total Credit Hours		32

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

Year One		Credit Hours
Fall		
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	Audience Research and Analysis	3
Credit Hours		6
Total Credit Hours		32

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

Year One		Credit Hours
Fall		
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	Audience 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 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.