

# B.S.C. MEDIA MANAGEMENT

## Overview

The Department of Journalism and Media Management offers majors in Broadcast Journalism, Electronic Media, Journalism.

The Department of Journalism and Media Management emphasizes hands-on learning and critical thinking within a multicultural, international context. Our students consistently win regional and national awards, and obtain prestigious internships and long-term positions in a competitive media marketplace. Additionally, they are meeting the challenges of the evolving media industry through entrepreneurial leadership. Our graduates also gain admission to excellent graduate programs and professional schools in a variety of fields.

Four majors are offered in the Department of Journalism and Media Management. The department's programs attract students interested in working in these specific fields, but also provide strong writing, creative, and analytical skills to students who pursue careers in other fields, such as law and business.

The School's Media Management major is designed for students interested in the business and management aspects of contemporary media. Students may pursue interests in entrepreneurship, sales, management, technology and research, among other topics. Students are encouraged to network with industry professionals at Media Management Association meetings and expand their knowledge of media business operations on various platforms through local and national internships.

The School's facilities include a state-of-the-art radio studio, two high-definition television studios, digital post-production suites and related capabilities.

## Curriculum Requirements for Media Management

Code	Title	Credit Hours
<b>Core Courses</b>		
JMM 102	Understanding Media and Content in the Digital Age	3
COM 250	Freedom of Expression and Communication Ethics	3
<b>Advanced Writing and Communication Skills Requirement</b>		
Writing Skills Course:		
JMM 108	Writing for the Digital Age	3
Select one of the following presentation skills courses:		3
COS 211	Public Speaking	
COS 333	Business Communication	
Select one of the following digital skills courses:		3
JMM 106	Visual Design	
JMM 245	Introduction to Electronic Media Production	
JMM 309	Storytelling with Data	
JMM 331	Introduction to Infographics and Data Visualization	
JMM 341	Web Design	
JMM 433	Social Media	
JMM 442	Online Journalism	
JMM 459	Web and Media Analytics	
JMM 463	Applied Data Analytics for Journalism and Media Management	
<b>Other Required Courses</b>		
JMM 301	Media Research and Analysis	3
JMM 305	Legal Issues in Media Management	3
JMM 314	Media Programming	3
JMM 402	Strategic Media Management	3
JMM 407	Media Entrepreneurship	3
JMM 435	Media Technology	3
<b>Please select 12 credits from the following courses with approval of a faculty advisor in JMM.</b>		<b>12</b>
JMM 245	Introduction to Electronic Media Production	
JMM 285	Applied Statistics for Journalism and Media Management	
JMM 306	Special Topics in Journalism and Media Management	
JMM 313	Media Sales	

JMM 331	Introduction to Infographics and Data Visualization	
JMM 403	Media Industry Trends	
JMM 414	Evolution and Impact of Television Content: The American Sitcom	
JMM 434	Media Distribution for Film and Television	
JMM 437	The Business of Modern Journalism	
JMM 459	Web and Media Analytics	
JMM 461	Seminar in News Ethics and Problems	
JMM 495	Journalism and Media Management Internship (1 to 3 credits per semester, not to exceed allowed maximum)	
JMM 499	Projects and Directed Research (1 to 3 credits per semester, not to exceed allowed maximum)	
JMM 592	Special Topics in Journalism and Media Management	
Other JMM or SoC Courses as approved by a faculty advisor in JMM.		
<b>Additional Suggested Courses</b>		
Media Management students are encouraged to complete:		
ACC 211	Principles of Financial Accounting	
ECO 211	Principles of Microeconomics	
FIN 300	Fundamentals of Finance for Non-Finance Majors	
MKT 301	Marketing Foundations	
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
MTH 113 or JMM 285 or STC 103	Finite Mathematics (This course fulfills the Quantitative Skills Requirement.) Applied Statistics for Journalism and Media Management Statistical Reasoning for Strategic Communication	3
Areas of Knowledge:		
Arts and Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
Minor or Second Major and Electives		48
<b>Total Credit Hours</b>		<b>120</b>

- \* School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.
- \* School of Communication students must complete 6 credits of Written Communication Skills unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

## Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

## Suggested Plan of Study for Media Management

Freshman Year		Credit Hours
<b>Fall</b>		
JMM 102	Understanding Media and Content in the Digital Age	3
JMM 108	Writing for the Digital Age	3
WRS 105	First-Year Writing I	3

Arts and Humanities Cognate		3
STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
COM 250	Freedom of Expression and Communication Ethics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
JMM 285, MTH 113, or STC 103	Applied Statistics for Journalism and Media Management or Finite Mathematics or Statistical Reasoning for Strategic Communication	3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
JMM 301	Media Research and Analysis	3
Select one of the following:		3
COS 211	Public Speaking	
COS 333	Business Communication	
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Junior Year</b>		
<b>Fall</b>		
JMM 305	Legal Issues in Media Management	3
JMM 435	Media Technology	3
Select 3 credits in JMM from course list with approval of JMM faculty advisor		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
JMM 314	Media Programming	3
Select 3 credits in JMM from course list with approval of JMM faculty advisor		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Senior Year</b>		
<b>Fall</b>		
JMM 407	Media Entrepreneurship	3
Select 3 credits in JMM from course list with approval of JMM faculty advisor		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3

Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>		
JMM 402	Strategic Media Management	3
Select 3 credits in JMM from course list with approval of JMM faculty advisor		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
	<b>Total Credit Hours</b>	<b>120</b>

## Mission

The Media Management major prepares students for careers on the business side of media, such as operations, sales, programming, marketing, research and finance. Media management students receive a more focused and practical grounding in the business of media that a conventional business school degree cannot provide. In particular, this major focuses on media economics, finance, technology, and strategic planning. The program recognizes the ongoing convergence of media business functions across all platforms.

## Goals

Students will demonstrate knowledge of the practices and structures of mass media industries; the ability to critically analyze industry data and technology advances and use them to assess trends and opportunities; and, the ability to write and present reports appropriate for a media business and/or research setting.

## Student Learning Outcomes

- Students will demonstrate knowledge of the practices and structures of mass media industries.
- Students will demonstrate the ability to critically analyze industry data and technology advances and use them to assess trends and opportunities.
- Students will demonstrate the ability to write and present reports appropriate for a media business and/or research setting.