MINOR IN MEDIA MANAGEMENT

Overview

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

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.

Five minors 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 minor 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

Code	Title	Credit Hours
Required courses for Media Management Minor		
JMM 102	Understanding Media and Content in the Digital Age	3
JMM 402	Strategic Media Management	3
Select a minimum of 9 JMM credit hours from the following list: [1]		9
JMM 301	Media Research and Analysis	
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 459	Web and Media Analytics	
JMM 592	Special Topics in Journalism and Media Management	
Total Credit Hours		**15**

[1] Must have approval from JMM Faculty Advisor to count other JMM and/or COM courses towards the Media Management minor

* A grade of C or higher is required in all courses (a C- is not acceptable).