

Media Management Curriculum 2020-21

College Core

EMC 1020 - American Media and Social Institutions	3
VFP 2020, EMC 3060, or Jour 2710	3
EMC 4250 - Mass Media Law	3
Subtotal	9

Media Arts Core

EMC 1010 – Introduction to Media Arts	1
EMC 3001 – Success in Media Arts	1
EMC 4001 – Professional Practices	1
Subtotal	3

Media Management Requirements

VFP 1060 – Basic Video Production	3
EMC 2120 - Sight, Sound, and Motion	3
VFP 2410 – History of American Television	3
EMC 3030 - Electronic Media Advertising	3
EMC 3110 - Radio Station Operations	3
EMC 4010 - Media Sales	3
EMC 4140 - Media Programming	3
EMC 4430 - Media Management	3
EMC 4960 - Media Management Capstone Course	3
EMC 3750 – Producing for Film and Television	3
IAM 3065 - Audiences and Messaging	3
ACTG 3000 – Survey of Accounting	3
FIN 3000 – Survey of Finance	3
CHOOSE ONE OF THE FOLLOWING:	3
<ul style="list-style-type: none"> • IAM 3070 – Introduction to Social Media Practice • IAM 4450 - Understanding Digital Analytics • ENTR 2900 – Entrepreneurship • ENTR 3600 – Entrepreneurship • ENTR 3650 – Innovation Acceleration (prereq: ENTR 2900) 	
Subtotal	42
Total	54