

Media Management

Certificate | 13 Elective Hours

The Media Management certificate is offered in collaboration with the Gaylord College Journalism & Mass Communication, and is designed to equip students with industry specific insight into media entrepreneurship and management of media focused organization. Mass communication has become such a competitive industry, so we have developed the curriculum to give students that basics of media management and challenge them to find new ventures, outlets, communication strategies and more to be at the forefront at what is next in the digital age of media.

Gaylord College of Journalism and Mass Communication

9 Credit Hours Required (Gaylord classes are 3 credit hours each)

JMC 5970 | Seminar – Principles of Media Entrepreneurship

An in-depth examination of media entrepreneurship and distribution in the digital age. Students will learn how to create their own company, design a business plan, create budgets, and find financial backers and sponsors. Current approaches to marketing and distributing media products of various forms to the media industry will also be explored.

JMC 5970 | Seminar – Media Management

JMC 5093 | Introduction to Research Methods in Mass Communications

Introduction to research methods used in the study and practice of mass communication. Addresses how to formulate research problems and choose appropriate methods to study them, including both quantitative and qualitative approaches.

or

JMC 5833 | Journalism Ethics

Press criticism; organizational performance; reportorial performance; print/broadcast distinctions.

Price College of Business

4 Credit Hours Required – Choose two: (Price classes are 2 credit hours each)

MGT 5702 | Organizational Behavior (Built into MBA core)

Concepts and theories of organizational behavior and human resources management for MBA's.

MIT 5602 | Management Information Systems (Built into MBA core)

This course examines the role of information technology, and its management, in supporting an organization's (internally- and externally-focused) operations and strategies. Particular attention is given to issues associated with the funding and building of business and technology architectures to enable efficient, effective, and adaptable operational, tactical and strategic actions.



ENT 5992 | Entrepreneurial Growth Strategies

Focuses on growth processes and systems, attracting the right people, managing cash-flow, shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment.

ENT 5942 | Launching the New Venture

This class deals with the issues entrepreneurs might face during the launch phase of their new venture and/or new product. The case-based curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition, and strategy.

L S 5802 | Business Ethics/Legal (Built into MBA core)

Review of the American legal process and ethical frameworks for gauging business decisions.

MKT 5402 | Marketing Management (Built into MBA core)

Covers marketing concepts of use to MBAs. Topics include the use of management information systems, pricing, product offerings, promotion, distribution and consumer behavior, as well as marketing segmentation and strategic marketing.

ENT 5912 | Capitalizing the New Venture

This course will cover various aspects of financing entrepreneurial ventures. Topics will include methods of financing, financials, techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies SBIC, Business Angels, IPO, Series A & B & C financing, acquisitions, LBO, and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through Harvard Business School, Babson College, and Stanford Cases, supplemented by notes and readings.

B AD 5172 | Special Topics/Seminar – Business, Government, and Society

Within the study of business, emphasis is placed upon market competition while little attention is paid to "non-market" conditions. Examples of non-market issues include: legislation, lawsuits, etc. Non-market conditions are often reviewed as external events having limited effect upon the strategies of the firm. This course seeks to integrate these concepts/demonstrate the importance of strategically managing these issues.

L S 5612 | Topics in Legal Studies – Employment Law

Overview of the legal, ethical, social and political issues associated with the employer-employee relationship. Topics include employment and employment-like relationship, at-will employment and exceptions, workers' compensation, employee privacy, employee disabilities and equal employment opportunity.

SCM 5522 | Production/Operations Management

Examines selected topic areas in operations management and widely recognized approaches to dealing with them. The problem areas include process and capacity design, location selection, forecasting, statistical quality control, process layout, project-management, and material requirements planning. The course involves the application of mathematical modeling as well as understanding the fundamental concepts and terminology associated with the production of goods and services.

