

**Masters of Science in Media Arts and Technology**  
***Media Management Concentration (36 Credits)***

**Student:** \_\_\_\_\_

**DU ID#: D** \_\_\_\_\_

**Advisor: Dr. Zeynep Tanes-Ehle (tanesz@duq.edu)**

**Semester:** \_\_\_\_\_

**Program Core Requirements (15 Credits)**

Media Course #	Title	Semester Offered	Semester Taken	Grade
DMA 501	Introduction to Multimedia Technology	Fall		
MDIA 565	Media Management Ethics	Spring		
ADPR 567	Media Research Methods	Fall		
MDIA 582	Media Law & Intellectual Property	Fall		
DMA 584	Media Project Management (Capstone)	Fall		

**Media Management Requirements (12 Credits)**

**Note: We suggest that students take these courses in the order in which they are listed.**

Media Course #	Title	Semester Offered	Semester Taken	Grade
MDIA 541	Media Writing	Spring		
DMA 522	Visual Design and Layout	Fall/Spring		
MDIA 517	Critical Studies in Media	Spring (even yrs)		
MDIA 568	Media Management & Entrepreneurship	Spring (odd yrs)		

**Electives (9 Credits)**

Media Course #	Title	Semester Offered	Semester Taken	Grade

**Thesis Option:** Students wishing to do the Thesis Option may take 30 credits in courses and six thesis credits. The student selects a thesis committee that approves a detailed proposal during the semester before the student registers for the thesis credits. The six thesis credits must be completed over two semesters.

Fall 1 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Spring 1 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Fall 2 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Spring 2 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Media Management

## Rotations: Fall 1, Spring 1, Fall 2, Spring 2 (36 credits)

### Fall 1

- DMA 501 Intro to Multimedia Technology
- DMA 522 Visual Design and Layout
- MDIA 582 Media Law & Intellectual Property
- ADPR 567 Media Research Methods
- Elective 1

### Spring 1

- MDIA 541 Media Writing
- MDIA 565 Media Management Ethics
- MDIA 517 Critical Studies in Media (even yrs) OR MDIA 568 Media Management & Entrepreneurship (odd yrs)
- DMA 522 Visual Design and Layout
- Elective 1

### Fall 2

- DMA 522 Visual Design and Layout
- MDIA 582 Media Law & Intellectual Property
- ADPR 567 Media Research Methods
- DMA 584 Media Project Mngmnt (Capstone)
- Elective 2
- Elective 3
- or Thesis 1

### Spring 2

- MDIA 541 Media Writing
- MDIA 565 Media Management Ethics
- MDIA 517 Critical Studies in Media (even yrs) OR MDIA 568 Media Management & Entrepreneurship (odd yrs)
- DMA 522 Visual Design and Layout
- Elective 2
- Elective 3
- or Thesis 2

### Recommended Electives

- MDIA 551 Practicum
- ADPR 603 Social Media & Digital Marketing
- ADPR 515 PR Strategies & Case Studies
- ADPR 522 Ad Strategies & Case Studies
- ADPR 518 PR Campaigns
- ADPR 519 Ad Campaigns
- MDIA 585 Special Topics: Interactive Media Marketing
- SPTS 534 Media & Sports
- SPTS 536 Sports Media Practices
- MDIA 521 Sex, Myth and Media
- JOUR 569W Magazine Journalism