

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)

JMA Course #	Title	Semester Offered	Semester Taken	Grade
501	Introduction to Multimedia Technology	Fall		
565	Media Management Ethics	Spring		
567	Media Research Methods	Fall		
582	Media Law & Intellectual Property	Fall		
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.

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

Electives (9 Credits)

JMA 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

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

Spring 1

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

Fall 2

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

Spring 2

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

Recommended Electives

- JMA 551 Practicum
- JMA 603 Social Media & Digital Marketing
- JMA 515 PR Strategies & Case Studies
- JMA 522 Ad Strategies & Case Studies
- JMA 518 PR Campaigns
- JMA 519 Ad Campaigns
- JMA 534 Media & Sports
- JMA 536 Sports Media Practices
- JMA 521 Sex, Myth and Media
- JMA 569W Magazine Journalism