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)

<table>
<thead>
<tr>
<th>JMA Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>501</td>
<td>Introduction to Multimedia Technology</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>565</td>
<td>Media Management Ethics</td>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>567</td>
<td>Media Research Methods</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>582</td>
<td>Media Law &amp; Intellectual Property</td>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>584</td>
<td>Media Project Management (Capstone)</td>
<td>Fall</td>
<td></td>
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</tr>
</tbody>
</table>

### Media Management Requirements (12 Credits)

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

<table>
<thead>
<tr>
<th>JMA Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>541</td>
<td>Media Writing</td>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>522</td>
<td>Visual Design and Layout</td>
<td>Fall/Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>517</td>
<td>Critical Studies in Media</td>
<td>Spring (even yrs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>468</td>
<td>Media Management &amp; Entrepreneurship</td>
<td>Spring (odd yrs)</td>
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<td></td>
</tr>
</tbody>
</table>

### Electives (9 Credits)

<table>
<thead>
<tr>
<th>JMA Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
</tr>
</thead>
</table>

**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: ______

Last Updated 02/01/2018
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 567 Media Research Methods
- 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

Academic Year: FA18/SP19 Last Updated 2/1/2018