

# COMMUNICATION AND MEDIA MANAGEMENT CONCENTRATION

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## Requirements

### Primary Concentration

The concentration in communication and media management consists of five courses, for a total of 15 credits.

Course	Title	Credits
One of the following courses:		3
CMGB 7500	Media Systems and Markets	
CMGB 7554	Consumer Adopt of New Med	
CMGB 7550	Leadership Communication	
Four advanced communication and media management courses <sup>1</sup>		12
<b>Total Credits</b>		<b>15</b>

### Secondary Concentration

The secondary concentration consists of any three advanced communication and media management courses<sup>1</sup> for a total of nine credits.

<sup>1</sup> Advanced level courses include any CMGB course numbered 7000 or above. A list of courses in the communication and media management can be found in their academic areas page.