

COMMUNICATION AND MEDIA MANAGEMENT CONCENTRATION

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 ¹		12
Total Credits		15

Secondary Concentration

The secondary concentration consists of any three advanced communication and media management courses¹ for a total of nine credits.

¹ 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.