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.

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

Secondary Concentration

The secondary concentration consists of any three advanced communication and media management courses 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.