

## Master of Arts/MBA Schools of Business and Communication; Broadcast/Digital Media Management Concentration

2011-2012

Student's Name: \_\_\_\_\_

Entrance Date: \_\_\_\_\_

B.A. or B.S. in: \_\_\_\_\_

From: \_\_\_\_\_

### School of Communication Requirements **27**

___	JOUR	504	Broadcast News Writing	3
___	JOUR	518	Comm. Law & Regulation	3
___	JOUR	519	Media Ethics and Responsibility	3
___	JOUR	530	Creativity & Managing Creative People	3
___	JOUR	532	Advertising Sales	3
___	JOUR	543	Television Programming & Sales	3
___	JOUR	591	Directed Readings	3
___	JOUR	593	Applied Mass Comm Research Methods	3
___	JOUR	594	Directed Research	3

### Electives in Lieu of Any Waived Requirements (0-12 credits)

___	JOUR	533	Media Planning and Evaluation	3
___	JOUR	541	Broadcast Copywriting	3
___	JOUR	542	Advanced TV Production	3
___	JOUR	544	U-View Newscast Production	3

### School of Business Requirements **27**

___	MBA	511	Accounting for Managers	3
___	MBA	570	Global Environment of Business	3
___	MBA	571	Legal Environment of Business	3
___	MBA	572	Marketing	3
___	MBA	573	Corporate Finance	3
___	MBA	574	Organizational Behavior	3
___	MBA	576	Quantitative Methods	3
___	MBA	577	Strategic Planning	3
___	MBA	578	Managerial Economics	3