Jour 388: Media Management

School of Journalism and New Media

Emphasizes the many important components of media enterprise management, including conceptual, operational and ethical aspects, as well as effective business/profitability considerations.

3 Credits

Prerequisites
- Jour 386: Media Sales (Minimum grade: C)
- Course may be repeated only once.

Instruction Type(s)
- Lecture: Lecture for Jour 388

Subject Areas
- Journalism, Other
- Journalism

Related Areas
- Broadcast Journalism
- Journalism
- Journalism, Other
- Photojournalism