

Jour 388: Media Management SCHOOL OF JOURNALISM & 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.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture: Lecture for Jour 388

Subject Areas

Broadcast Journalism

Related Areas

- <u>Journalism</u>
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

