

## **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**

- [Journalism, Other](#)
- [Journalism](#)

### **Related Areas**

- [Broadcast Journalism](#)
- [Photojournalism](#)

