

# Jour 381: Newspaper Management School of Journalism and New Media

Managing and integrating the news, advertising, production, and circulation functions in the newspaper industry; analysis of problems and opportunities presented by economic, social, political, and technological change.

3 Credits

### Prerequisites

- Jour 271: Information Gathering (Minimum grade: C)
- Course may be repeated only once.

## Instruction Type(s)

Lecture: Lecture for Jour 381

### **Subject Areas**

- Journalism, Other
- Journalism

### **Related Areas**

- Broadcast Journalism
- <u>Photojournalism</u>

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