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.
- Pre-Requisite: 24 Earned Hours

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

**Subject Areas**
- Journalism, Other
- Journalism

**Related Areas**
- Broadcast Journalism
- Photojournalism