

MAJOR IN DIGITAL MEDIA PROGRAMMING & MANAGEMENT

(46-48 credits)¹

¹ Credit total is based on a 3-credit internship (DMJ490 Internship in Digital Media/Journalism) and corequisite 1-credit Internship Seminar (DMJ491 Internship Seminar).

Declaring or transferring into the Media Management major? Please visit [Digital Media & Journalism's homepage](#) to view the video, *Media Management Major Overview and Advising for Transfer Students and Newly Declared*.

Majors in Digital Media Programming & Management (known informally as "Media Management") prepare for management positions across the various media, including such areas as advertising, global media systems, law, research, and programming. Students develop the necessary knowledge and skills through theoretical and practical courses ranging from research and writing to business and managerial courses. The program ensures full exposure to new and emerging technologies and the business functions associated with them. For many, classroom study is put to the real-world test via internships with leading media companies.

Media Management students must complete at least two Business courses (one core course and at least one elective). A required internship and a senior capstone experience in media convergence complete the plan of study. During the capstone, students will develop their own creative and business proposals and prototypes of digital media content distribution.

General Requirements:

- Grades of at least C- are required for courses to count toward majors in the Department of Digital Media & Journalism.
- A 2.0 average in Department of Digital Media & Journalism courses is required for degree application.

Code	Title	Credits
Required Foundation Courses (9 Credits)		
DMJ101	Media and Society	3
CMM104	Public Speaking	3
DMJ224	Media Industries	3
Required Media Management Introductory Courses (10 Credits)		
DMJ221	Introduction to Advertising	3
DMJ215	Digital Storytelling	4
BUS325	Marketing	3
Required Media Management Advanced Courses (10 Credits)		
DMJ323	Digital Media Content and Technology	3
DMJ350	Media Research Methods	4
DMJ434	Global Media	3
Required Elective Courses (9-11 Credits)		
Media theory, studies, and practice:		

Select one of the following: 3-4

DMJ321	Milestones in Documentary
DMJ331	History of American TV
DMJ343	Media Criticism and Aesthetics
DMJ347	Media Ethics
DMJ393	Digital Media/Journalism Selected Topic
DMJ432	Media and Popular Culture
DMJ452	Mass Media Law
DMJ458	Capstone Seminar in Multimedia Reporting
DMJ499	Digital Media/Journalism Modular Course

Media production:

Select one of the following: 3-4

DMJ300	Photojournalism
DMJ340	TV Studio Production
DMJ388	Introduction to Digital Animation and Visual Effects
DMJ440	Field Production

Business practice:

Select one of the following: ¹ 3

BUS201	Financial Accounting
BUS250	Principles of Management
BUS271	Legal Environment of Business

Required Capstone (4 Credits)

DMJ444	Seminar in Media Studies	4
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Required Internship (4 Credits) ²

DMJ490	Internship in Digital Media/Journalism	3
or DMJ461	Legislative Gazette	
DMJ491	Internship Seminar	1

Total Credits 46-48

¹ Students pursuing a minor in Business must complete BUS201 Financial Accounting and BUS250 Principles of Management . Students pursuing the 4+1 MBA must complete BUS201 Financial Accounting and BUS271 Legal Environment of Business . Please consult the course catalog and your advisor for other requirements.

² Total credits may exceed 4, depending upon the credit hours associated with the particular internship.