

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
- <u>Journalism</u>

Related Areas

<u>Broadcast Journalism</u>Photojournalism

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