

Media Management, Minor

Requirements

The minor in media management requires a minimum of 15 s.h. Students must maintain a grade-point average of at least 2.00 in all courses for the minor and in all UI courses for the minor. Courses for the minor may not be taken pass/nonpass. CLAS minors may only be earned concurrent with or subsequent to earning a University of Iowa bachelor's degree. They cannot be granted as standalone credentials or as the sole program of study completed at the University of Iowa.

Students may apply a maximum of 6 s.h. toward both the minor in media management and any major, minor, or certificate housed in the School of Journalism and Mass Communication or the John Pappajohn Entrepreneurial Center.

The minor prepares students to work in media industries and areas that focus on audiences and business. Students completing this minor will also have a foundation to pursue advanced degrees related to media management.

The minor in media management requires the following coursework.

Required Courses

Course #	Title	Hours
Two of these:		
JMC:3505	Audiences and Analytics	3
JMC:3510	Media and Marketing Research	3
JMC:3520	Business of Media: Profits, People, and Power	3

Elective Courses

Some of the entrepreneurial management courses (prefix ENTR) have prerequisites; students must complete all of a course's prerequisites before they may register for a course.

Course #	Title	Hours
Three of these, with at least one journalism and mass communication course (prefix JMC):		
JMC:2700	Media Ethics	3
JMC:3162	Artificial Intelligence and Media	3
JMC:3500	Topics in Managing/Planning	3
JMC:3505	Audiences and Analytics (if not taken as a required course)	3
JMC:3510	Media and Marketing Research (if not taken as a required course)	3
JMC:3520	Business of Media: Profits, People, and Power (if not taken as a required course)	3
JMC:3530	Social Media Marketing	3
JMC:3540	The Business of Sport Communication	3
JMC:3550	Editing	3
JMC:3560	Crisis Communication	3

JMC:3570	Advertising and Brand Strategy	3
JMC:3720	Nonprofit Communications	3
COMM:2085	Media Industries and Organizations	3
ENTR:2000	Entrepreneurship and Innovation	3
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:3500	Social Entrepreneurship	3
ENTR:3600	Social Media Strategies for Entrepreneurial Ventures	3

Academic Plans

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

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Course	Title	Hours
Academic Career		
Any Semester		
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Students may apply a maximum of 6 s.h. toward both the minor in media management and any major, minor or certificate housed in Journalism and Mass Communication or the John Pappajohn Entrepreneurial Center.		
Hours		0
First Year		
Any Semester		
Students typically begin taking courses for the media management minor during spring semester of their second year. ^a		
Hours		0
Second Year		
Spring		
JMC:3510 or JMC:3520 or JMC:3505	Media and Marketing Research ^{b, c} or Business of Media: Profits, People, and Power or Audiences and Analytics	3
Hours		3
Third Year		
Fall		
JMC:3520 or JMC:3505 or JMC:3510	Business of Media: Profits, People, and Power ^{b, c} or Audiences and Analytics or Media and Marketing Research	3
Hours		3

Spring

Minor Elective: elective course ^d	3
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Hours	3
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Fourth Year**Fall**

Minor Elective: elective course (JMC prefix) ^d	3
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Hours	3
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Spring

Minor Elective: elective course ^d	3
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Hours	3
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Total Hours	15
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a Some of the entrepreneurial management courses (prefix ENTR) have prerequisites; students must complete all of a course's prerequisites before they may register for the course.

b Students must take two courses from JMC:3505, JMC:3510, JMC:3520.

c JMC:3520 is typically offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.

d See General Catalog for list of approved courses.