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.

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. They also will have a foundation to pursue advanced degrees related to media management.

The minor in media management requires the following coursework.

Required Courses

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two of these:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three of these (9 s.h.), with at least one journalism and mass communication course (prefix JMC):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:2700</td>
<td>Media Ethics and Diversity</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3505</td>
<td>Audiences and Analytics (if not taken as a required course)</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age (if not taken as a required course)</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power (if not taken as a required course)</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3530</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3540</td>
<td>The Business of Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2085</td>
<td>Media Industries and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3100</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3200</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

ENTR:3500 Social Entrepreneurship 3
ENTR:3600 E-Commerce Strategies for Entrepreneurs

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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<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Career</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Semester</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The minor in media management requires a minimum of 15 s.h.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students must maintain a GPA of at least 2.00 in all courses for the minor and in all UI courses for the minor.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courses for the minor may not be taken pass/nonpass.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Semester</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students typically begin taking courses for the media management minor during spring semester of their second year.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC:3530 or JMC:3540 or JMC:2700</td>
<td>Social Media Marketing or The Business of Sport Communication or Media Ethics and Diversity</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minor: elective course c</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

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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 Typically this course is offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.
c See the General Catalog for list of approved courses.