

# 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.

### Media Management, Minor

| Course                                                                                                                                                                                                         | Title                                                                                                                          | Hours        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Academic Career</b>                                                                                                                                                                                         |                                                                                                                                |              |
| <b>Any Semester</b>                                                                                                                                                                                            |                                                                                                                                |              |
| The minor in media management requires a minimum of 15 s.h.                                                                                                                                                    |                                                                                                                                |              |
| Students must maintain a GPA 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 Journalism and Mass Communication or the John Pappajohn Entrepreneurial Center. |                                                                                                                                |              |
|                                                                                                                                                                                                                |                                                                                                                                | <b>Hours</b> |
|                                                                                                                                                                                                                |                                                                                                                                | <b>0</b>     |
| <b>First Year</b>                                                                                                                                                                                              |                                                                                                                                |              |
| <b>Any Semester</b>                                                                                                                                                                                            |                                                                                                                                |              |
| Students typically begin taking courses for the media management minor during spring semester of their second year. <sup>a</sup>                                                                               |                                                                                                                                |              |
|                                                                                                                                                                                                                |                                                                                                                                | <b>Hours</b> |
|                                                                                                                                                                                                                |                                                                                                                                | <b>0</b>     |
| <b>Second Year</b>                                                                                                                                                                                             |                                                                                                                                |              |
| <b>Spring</b>                                                                                                                                                                                                  |                                                                                                                                |              |
| JMC:3520<br>or JMC:3505<br>or JMC:3510                                                                                                                                                                         | Business of Media: Profits, People, and Power <sup>b, c</sup><br>or Audiences and Analytics<br>or Media and Marketing Research | 3            |
|                                                                                                                                                                                                                |                                                                                                                                | <b>Hours</b> |
|                                                                                                                                                                                                                |                                                                                                                                | <b>3</b>     |
| <b>Third Year</b>                                                                                                                                                                                              |                                                                                                                                |              |
| <b>Fall</b>                                                                                                                                                                                                    |                                                                                                                                |              |
| JMC:3520<br>or JMC:3505<br>or JMC:3510                                                                                                                                                                         | Business of Media: Profits, People, and Power <sup>b, c</sup><br>or Audiences and Analytics<br>or Media and Marketing Research | 3            |
|                                                                                                                                                                                                                |                                                                                                                                | <b>Hours</b> |
|                                                                                                                                                                                                                |                                                                                                                                | <b>3</b>     |

|                                                  |           |
|--------------------------------------------------|-----------|
| <b>Spring</b>                                    |           |
| Minor: elective course <sup>d</sup>              | 3         |
| <b>Hours</b>                                     | <b>3</b>  |
| <b>Fourth Year</b>                               |           |
| <b>Fall</b>                                      |           |
| Minor: elective course (JMC prefix) <sup>d</sup> | 3         |
| <b>Hours</b>                                     | <b>3</b>  |
| <b>Spring</b>                                    |           |
| Minor: elective course <sup>d</sup>              | 3         |
| <b>Hours</b>                                     | <b>3</b>  |
| <b>Total Hours</b>                               | <b>15</b> |

- 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 JMC:3520 is typically offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.
- c Students must take two courses from JMC:3505, JMC:3510, JMC:3520.
- d See General Catalog for list of approved courses.