Media Management, Minor

Requirements

The minor in media management requires a minimum of 15 s.h. Students must maintain a g.p.a. 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 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>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both of these:</td>
<td></td>
<td></td>
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<tr>
<td>JMC:3510</td>
<td>Audience Engagement: Marketing Research in the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>JMC:3520</td>
<td>Business of Media: Profits, People, and Power</td>
<td>3</td>
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</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>Code</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: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>
<tr>
<td>ENTR:3500</td>
<td>Social Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3600</td>
<td>E-Commerce Strategies for Entrepreneurs</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Academic Career

Any Semester

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.

First Year

Any Semester

Students typically begin taking courses for the media management minor during spring semester of their second year.

Second Year

Spring

JMC:3520 Business of Media: Profits, People, and Power

Hours 3

Third Year

Fall

JMC:3510 Audience Engagement: Marketing Research in the Digital Age

Hours 3

Spring

Minor: elective course

Hours 3

Fourth Year

Fall

JMC:2700 or JMC:3540 Media Ethics and Diversity or The Business of Sport Communication

Hours 3

Spring

Minor: elective course

Hours 3

Total Hours 15

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.