

# Media Management, Minor

## 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 or JMC:3510 or JMC:3505	Business of Media: Profits, People, and Power <sup>b, c</sup> or Media and Marketing Research or Audiences and Analytics	3
<b>Hours</b>		<b>3</b>
<b>Third Year</b>		
<b>Fall</b>		
JMC:3510 or JMC:3520 or JMC:3505	Media and Marketing Research <sup>b, c</sup> or Business of Media: Profits, People, and Power or Audiences and Analytics	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>

### Spring

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 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.