



Master of Science in Media Management

Problems Or Questions Regarding Registration? Please Email Us At OnlineAdvising@astate.edu

| <i>X = Offered Every Year</i> <i>XE = Offered "Even" Years (e.g. 2022, 2024 etc.)</i> <i>XO = Offered "Odd" Years (e.g. 2023, 2025 etc.)</i> | | | Fall Term 1 | Fall Term 2 | Spring Term 1 | Spring Term 2 | Summer Term 1 | Summer Term 2 |
|--|------|--|----------------|----------------|------------------|------------------|------------------|------------------|
| CORE COURSES | | | | | | | | |
| MDIA | 6023 | Advanced Studies in Broadcast Mgmt | | X | | | X | |
| MDIA | 6043 | Theory of Mass Communicaiton | X | | X | | X | |
| MDIA | 6053 | Quantitative Research Meth in Mass Com | | X | | X | | X |
| MDIA | 6463 | Media Mgmt Applications/Capstone | | X | | X | | X |
| STCM | 6033 | Communication Regulations & Policy | | | X | | | X |
| STCM | 6253 | Audience Marketing Analysis | X | | | X | | |
| EMPHASIS COURSES | | | | | | | | |
| Mass Media Mangement Concentration | | | | | | | | |
| MDIA | 6423 | Media Entrepreneurship | | | | | | X |
| STCM | 5113 | Integrated Marketing Communication | | X | | X | | |
| STCM | 5603 | Crisis Communicaiton | | | | | X | |
| STCM | 6263 | Advertising Account Management | | X | | | | X |



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|--|------|------------------------------------|-------------|-------------|---------------|---------------|---------------|---------------|
| Public Administration Concentration (select 4 courses) | | | | | | | | |
| POSC | 6543 | Administrative Behavior | | X | | | | |
| POSC | 6563 | Seminar in Public Administration | X | | X | | X | |
| POSC | 6593 | Seminar in Human Resource Mgmt | | | X | | X | |
| POSC | 6613 | Administrative Leadership | | X | | | X | |
| POSC | 6623 | Administrative Ethics | | | | X | | X |
| STCM | 5213 | Social Media in Strategic Comm | | | | X | | |
| STCM | 6263 | Advertising Account Management | | X | | | | X |
| Digital Media Management | | | | | | | | |
| STCM | 5113 | Integrated Marketing Communication | | X | | X | | |
| STCM | 5213 | Social Media in Strategic Comm | | | | X | | |
| STCM | 5463 | Interactive Advertising | X | | | | | |
| STCM | 5473 | Social Media Measurement | | X | | | X | |