



Master of Science in Media Management

SCHEDULE OF CLASSES 2022

REQUIRED COURSES			"X" indicates course is scheduled to be offered					
			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Core Courses								
CMAC	6053	Quantitative Research Methods in Mass Communication		X		X		X
CMAC	6463	Media Management Applications/Capstone		X		X		X
STCM	6033	Media Regulation, Public Interest & the Law			X			X
STCM	6253	Audience Marketing Analysis	X			X		
MDIA	6023	Advanced Studies in Broadcast Management		X			X	
MDIA	6043	Theory of Mass Communication	X		X		X	
Mass Media Management Concentration								
STCM	5113	Integrated Marketing Communication		X		X		
STCM	5603	Crisis Communication	X				X	
STCM	6263	Advertising Account Management		X				X
MDIA	6423	Media Entrepreneurship						X
Public Administration Concentration (select four)								
STCM	5213	Social Media in Strategic Communication				X		
STCM	6263	Advertising Account Management		X				X
POSC	6543	Administrative Behavior		X				
POSC	6563	Seminar in Public Administration	X		X		X	
POSC	6593	Seminar in Human Resource Management			X		X	
POSC	6613	Administrative Leadership		X			X	
POSC	6623	Administrative Ethics				X		X
Digital Media Management								
STCM	5113	Integrated Marketing Communication		X		X		
STCM	5213	Social Media in Strategic Communication				X		
STCM	5463	Interactive Advertising	X					
STCM	5473	Social Media Measurement		X			X	
<p>Note: If you have problems or questions regarding registration, please email this program's academic advisor, Greg Umhoefer (gumhoefer@astate.edu)</p>								
<p>WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION</p>								