



Master of Science in Media Management

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

			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<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>								
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				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	