

**KSU School of Journalism and Mass Communication
Master's Program Course Requirements
Media Management**

<u>Course</u>	<u>Hours</u>
Required Core Courses (16-19 hrs.)	
JMC 60000 Intro to Grad Study, OR JMC 67094 Coll. Teaching: Journalism	1
JMC 60002 Legal Prob. of Mass Comm.	3
JMC 60003 Seminar: Ethics	3
JMC 60001 Theory of Mass Comm	3
JMC 60007 Research Methods, OR other approved research methods course	3
JMC 60396 Master's Prof. Project, OR JMC 60296 Advanced Readings	3
OR	
JMC 60199/60299 Thesis I, II	6
Required Professional Courses (12 hrs.)	
JMC 50015 Media Management	3
JMC 60015 Adv. Media Mgmt.	3
JMC 68001 PR Management	3
Choose one or two:	
JMC 60195 ST: Managing Diversity JMC 64072 Admin. Probs. In R/TV Any BAD Marketing course	3
Elective Courses (5- 8 hrs.) Only 4 hours of workshop credit count toward the degree.	
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_____	_____
_____	_____
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	Total Hours Needed
	36

50 percent of coursework must be at the 60000 level.
50 percent of coursework must have JMC course numbers

Professional Prerequisite Courses (hours do not count toward degree)

JMC 50002 Reporting for Mass Media	3
JMC 50003 Editing for Mass Media	3