# Masters of Science in Media Arts and Technology

## Media Management Concentration (36 Credits)

**Student:** ___________________________________________  **DU ID#: D_______**

**Advisor:** Dr. Zeynep Tanes-Ehle (tanesz@duq.edu)  **Semester:** ________

### Program Core Requirements (15 Credits)

<table>
<thead>
<tr>
<th>Media Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMA 501</td>
<td>Introduction to Multimedia Technology</td>
<td>Fall</td>
<td></td>
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<tr>
<td>MDIA 565</td>
<td>Media Management Ethics</td>
<td>Spring</td>
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<tr>
<td>ADPR 567</td>
<td>Media Research Methods</td>
<td>Fall</td>
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<tr>
<td>MDIA 582</td>
<td>Media Law &amp; Intellectual Property</td>
<td>Fall</td>
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<tr>
<td>DMA 584</td>
<td>Media Project Management (Capstone)</td>
<td>Fall</td>
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### Media Management Requirements (12 Credits)

*Note: We suggest that students take these courses in the order in which they are listed.*

<table>
<thead>
<tr>
<th>Media Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
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<tbody>
<tr>
<td>MDIA 541</td>
<td>Media Writing</td>
<td>Spring</td>
<td></td>
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<tr>
<td>DMA 522</td>
<td>Visual Design and Layout</td>
<td>Fall/Spring</td>
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<tr>
<td>MDIA 517</td>
<td>Critical Studies in Media</td>
<td>Spring</td>
<td>(even yrs)</td>
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<tr>
<td>MDIA 568</td>
<td>Media Management &amp; Entrepreneurship</td>
<td>Spring</td>
<td>(odd yrs)</td>
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### Electives (9 Credits)

<table>
<thead>
<tr>
<th>Media Course #</th>
<th>Title</th>
<th>Semester Offered</th>
<th>Semester Taken</th>
<th>Grade</th>
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### Thesis Option

Students wishing to do the Thesis Option may take 30 credits in courses and six thesis credits. The student selects a thesis committee that approves a detailed proposal during the semester before the student registers for the thesis credits. The six thesis credits must be completed over two semesters.

Fall 1 Signature: ___________________________ Date: ________  
Spring 1 Signature: ___________________________ Date: ________  
Fall 2 Signature: ___________________________ Date: ________  
Spring 2 Signature: ___________________________ Date: ________

Last Updated 05/08/2018
Media Management

Rotations: Fall 1, Spring 1, Fall 2, Spring 2 (36 credits)

Fall 1
- DMA 501 Intro to Multimedia Technology
- DMA 522 Visual Design and Layout
- MDIA 582 Media Law & Intellectual Property
- ADPR 567 Media Research Methods
- Elective 1

Spring 1
- MDIA 541 Media Writing
- MDIA 565 Media Management Ethics
- MDIA 517 Critical Studies in Media (even yrs) OR MDIA 568 Media Management & Entrepreneurship (odd yrs)
- DMA 522 Visual Design and Layout
- Elective 1

Fall 2
- DMA 522 Visual Design and Layout
- MDIA 582 Media Law & Intellectual Property
- ADPR 567 Media Research Methods
- DMA 584 Media Project Mngmnt (Capstone)
- Elective 2
- Elective 3
- \(\text{or} \) Thesis 1

Spring 2
- MDIA 541 Media Writing
- MDIA 565 Media Management Ethics
- MDIA 517 Critical Studies in Media (even yrs) OR MDIA 568 Media Management & Entrepreneurship (odd yrs)
- DMA 522 Visual Design and Layout
- Elective 2
- Elective 3
- \(\text{or} \) Thesis 2

Recommended Electives
- MDIA 551 Practicum
- ADPR 603 Social Media & Digital Marketing
- ADPR 515 PR Strategies & Case Studies
- ADPR 522 Ad Strategies & Case Studies
- ADPR 518 PR Campaigns
- ADPR 519 Ad Campaigns
- MDIA 585 Special Topics: Interactive Media Marketing
- SPTS 534 Media & Sports
- SPTS 536 Sports Media Practices
- MDIA 521 Sex, Myth and Media
- JOUR 569W Magazine Journalism