

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2017-2018 ▼

Media Management BA17

42 credits required.

Grade of C or better required in all major courses.

Level I		Courses:	5/5
Course	Title	Credits	Grade
28-1110	Introduction to Management	3	C
28-1112	Managerial Economics	3	C
28-1113	Information Management	3	C
28-1115	Entertainment Marketing	3	C
28-1610	Business of Media	3	C
Level II		Courses:	4/4
Course	Title	Credits	Grade
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-2120	Business Writing	3	C
28-2610	Internet and Mobile Business	3	C
Level III		Courses:	5/5
Course	Title	Credits	Grade
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
28-3416	Digital Media Strategies	3	C
28-3511	Leadership	3	C
28-4060	AEMMP Digital Distribution and Promotion Agency: Practicum	3	C

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.