

# MEDIA MANAGEMENT • AEMM MAJOR REQUIREMENTS • 2009

## AEMM Courses

Level I - Core Courses	25
Level II - Advanced Courses	6
Level III - Management Concentration Courses (See reverse side)	15
Practice and Context Courses (See reverse side)	12
Internship	2

**Total AEMM: 60 Credit Hours**

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Liberal Arts & Sciences (LAS) Courses	42
College-Wide Electives	18

Total LAS and Electives: 60 Credit Hours

**Total BA: 120 Credit Hours**

## Level I - Core Courses:

All below courses must be taken by all AEMM majors (25 Total Credit Hours):

28-1110 Introduction to Management	3
28-1112 Managerial Economics	3
28-1115 Introduction to Marketing the Arts	3
28-2110 Accounting I	4
28-2111 Legal Aspects Arts and Entertainment	3
28-2115 Computer Uses for Managers	3
28-2120 Writing for Managers	3
28-3110 Finance	3

## Level II - Advanced Courses:

Students must select a **minimum of 6 credit hours** from the following:

28-2150 Organizational Behavior: Human Relations Workshop	3
28-2160 Labor Relations for the Arts	3
28-2165 Managing Human Resources	3
28-2250 Investments	3
28-2610 E-Business I	3
28-3120 Accounting II	3
28-3130 Arts Entrepreneurship I	3
28-3135 Strategic Management	3
28-4123 Arts Management Experiential Research	3
28-4125 Ethics & Business of Arts	3
28-4155 Investment Portfolio Management	3
28-4511 Building Leadership Skills	3



*This sheet is intended to guide students in course selection. Course requirements are subject to change by the Arts, Entertainment & Media Management Department. Students are expected to be aware of AEMM Department policies and are advised to read the Columbia College Chicago catalog and department materials each semester before registering. In addition, students are required to meet with their faculty advisor at least once each semester.*

## MEDIA MANAGEMENT • CONCENTRATION REQUIREMENTS

**Level III** - Unless otherwise advised by a faculty advisor, students should select from the courses in Media Management. The order of the course listing does not imply priority or sequencing; students should consult with an advisor to select the courses that best fit their needs.

### CONCENTRATION COURSES

Students must select a **minimum of 15 credit hours** from the following:

The following course is **required** for all Media Management Majors:

28-4610 The Business of Broadcasting

Students must choose a **minimum of four** of the following courses:

28-2155 Sales and Management  
28-4630 Motion Picture Marketing  
28-4635 Business of the Film Industry  
28-4670 Decision Makers in Media  
40-1302 Television Arts: Production  
41-1100 Introduction to Radio  
53-1010 Introduction to Journalism

### CONTEXT COURSES

Students must select a **minimum of 6 credit hours** from the following:

24-1510 Aesthetics of Cinema  
36-1000 Media Theory and Design 1  
40-1103 Aesthetics and Storytelling  
40-2920 Studies in Television  
51-2211 Urban Images in Media & Film  
53-2010 History of Journalism  
54-1602 The Art of the Television Commercial in Popular Culture  
54-3601 Copywriting & Popular Culture

### PRACTICE COURSES

Students must select a **minimum of 6 credit hours** from the following:

22-1275 Digital Video Editing Workshop for Artists  
40-2201 The Television Producer  
40-2301 Television Arts: Directing  
40-2302 Production & Editing I  
40-2401 Production and Editing II  
41-1128 Radio Production I: Intro  
41-3107 Radio Marketing & Promotion  
53-1015 Reporting and Writing I  
53-2220 Visual Journalism  
54-1701 Public Relations Writing I