

**Graduate Curriculum**

<b>Core and Required Courses</b>	<b>37</b>
<b>Specialty Courses</b> (See reverse side)	<b>9</b>
<b>Workshops</b> (See reverse side)	<b>3</b>

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**Total Masters of Arts Management: 49 Credit Hours**

**Core and Required Courses:**

All courses below must be taken by all AEMM Media Management Graduate Students:  
(37 Total Credit Hours)

28-5610 The Business of Broadcasting	3
28-5670 Decision Makers in Media	3
28-6100 Marketing Principles I	1
28-6101 Introduction to Arts Management Seminar	1
28-6106 Applied Marketing: Media Management	1
28-6110 Basic Accounting for Graduate Students	3
28-6111 Advanced Accounting for Decision Making	3
28-6113 Human Resources	2
28-6114 Labor Relations	1
28-6115 Financial Management	3
28-6116 Economics for Arts Managers	2
28-6117 Arts, Media, and the Law	3
28-6118 Marketing Principles II	2
28-6120 Planning and Policy Making	3
28-6122 Data Analysis and Statistics	3
28-6180 Internship	2
28-6187 Thesis/Comprehensive Exam	1



*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 • AEMM GRADUATE REQUIREMENTS • 2009

### Specialty Courses

Students must select a **minimum of 9 credit hours** from the following:

28-5125	Ethics & Business of Arts	3
28-5330	Comparative Cultural Policy	3
28-5350J	European Experiments in Arts Policy and Management	3
28-5410	The Press, Consumers, and the Music Business	3
28-5426	Music Supervisor: Entertainment Industry	3
28-5630	Motion Picture Marketing	3
28-5635	Business of the Film Industry	3
28-5832	Producing Live Entertainment	3
28-6125	Seminar: AEMM	3
28-6198	Directed Study	3
28-6218	Music Publishing: The Law & Licensing	3
28-6310	Grant Proposal Planning and Writing	3
28-6512	Graduate Arts Entrepreneurship I	

### Workshops

Students must select a **minimum of 3 credit hours** from the following:

28-5123	Arts Management Experiential Research	1
28-5150	Workshop Negotiation Techniques	1
28-6121	Presentation Skills	1
28-6161	Introduction to Project Management in Arts Organizations	1
28-6510	An Introduction to Arts Entrepreneurship	1

*Students must consult with their faculty advisor before choosing specialty courses and workshops.*

## Sample Two Year Plan

### Fall (Semester 1)

28-5610	The Business of Broadcasting	3
28-6100	Marketing Principles I	2
28-6101	Introduction to Arts Management Seminar	1
28-6110	Basic Accounting for Graduate Students	3
28-6113	Human Resources	2
28-6114	Labor Relations	1
28-6116	Economics for Arts Managers	1

**Total Credits: 13**

### Fall (Semester 3)

28-6115	Financial Management	3
28-6117	Arts, Media, and the Law	3
28-	Specialty Course	3
28-	Specialty Course or Workshop(s)	3

**Total Credits: 12**

### Spring (Semester 2)

28-5670	Decision Makers in Media	3
28-6106	Applied Marketing: Media Management	1
28-6111	Advanced Accounting for Decision Making	3
28-6118	Marketing Principles II	2
28-6122	Data Analysis & Statistics	3

**Total Credits: 12**

### Spring (Semester 4)

28-6120	Planning and Policy Making	3
28-6180	Internship	2
28-6187	Thesis/Comprehensive Exam	1
28-	Specialty Course	3
28-	Specialty Course or Workshop(s)	3

**Total Credits: 12**