NSPE Media Management M.S. Degree

Learning Outcomes

• Students with the ability to think critically about media and management, with a positive, ethical and open-minded worldview.

• Students with a foundation in management principles as seen through the lens of media and the media business. With particular competencies in the following areas:
  o Strategy
  o Production
  o Marketing
  o Finance
  o Negotiation
  o Research
  o General Management

• Students with a solid foundation in communication skills— written, oral and mediated.

• Students have a baseline understanding of finance and accounting and are facile with Excel