

Paul F. Harron Graduate Program in Television Management

MS Program, Department of Cinema & Television
Antoinette Westphal College of Media Arts & Design

MS/MBA Program in collaboration with the
Bennett S. LeBow College of Business, Drexel University

MS in Television Management
MS/MBA in Television Management



Today's television and media industries are some of the most competitive and fastest growing in the world, and this has created new opportunities for those who can manage, market and create for convergent media.

The Paul F. Harron Graduate Program in Television Management offers two graduate study options that prepare you for the demanding television and media industries: the MS in Television Management and the dual MS/MBA. The stand-alone MS degree offers a solid grounding in business management and specialized courses in the management of television and evolving media hybrids. The dual MS/MBA option allows you to integrate business course content with the practices of television and new media industries and gives you the advantage of also having the renowned Drexel MBA.

Ultimately, we believe the way you learn is by doing. You'll get hands-on management experience through internships in broadcast television stations, cable companies, independent production companies, and evolving media hybrids that operate in the region and beyond. The program combines practical and academic experience in courses such as Television Production, Audience Measurement, Media Law, Broadcast and Cable Sales, Money and the Media, Emerging TV Technology, and Media Ethics. These courses will challenge you to discover the critical interplay between creative process and the business skills required to manage successful media companies.

Features of the Program

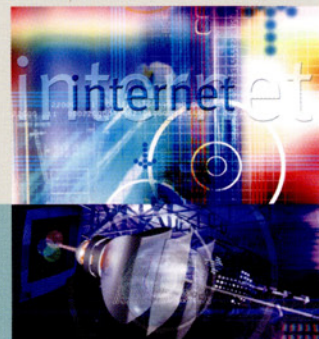
- Two degree options: MS or MS/MBA
- Fellowships and Graduate Assistantships are available
- Flexible scheduling: includes part-time and full-time options
- Evening classes
- Rolling admissions: You can start any term (Fall, Winter, Spring, Summer).
- Professional internships: Philadelphia is the fourth largest television market and home to Comcast, Banyan Productions, Center City Video, Shooters, broadcast network affiliates, four public television organizations, Tierney Communications, Harmelin Media, Star Group, Domus, and innovative web-streaming and specialized digital content producers and online agencies such as O₃World.
- Access to a wide range of University resources:
 - The LeBow College of Business
 - The Laurence A. Baiada Center for Entrepreneurship
 - Business planning courses
 - Incubator competitions sponsored by the Baiada Center
 - The Henderson Challenge (business plan competition)
 - The Rudman Institute for Entertainment Industry Studies
 - DUTV

For information contact:

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ANTOINETTE WESTPHAL
COLLEGE OF MEDIA ARTS & DESIGN



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Curriculum | The MS and MS/MBA in Television Management Degree Requirements

The MS in Television Management Degree Requirements

BUSINESS COURSES: Requires 15 CREDITS

ACCT	601	3 cr	Managerial Accounting
BUSN	501	3 cr	Measuring and Maximizing Financial Performance
BUSN	502	3 cr	Essentials of Economics
MGMT	652	3 cr	New Venture Planning
MKTG	601	3 cr	Marketing Strategy and Planning

TELEVISION MANAGEMENT COURSES: 33 CREDITS

Required (27 credits):

TVMN	605	3 cr	Foundation Seminar in TV Management
TVMN	610	3 cr	Media Law for Television Management
TVMN	620	3 cr	Audience Measurement
TVMN	640	3 cr	Media Ethics for TV Management
TVMN	650	3 cr	Structure of TV Organizations
TVMN	710	3 cr	Television Programming
TVMN	730	3 cr	Emerging TV Technology
TVMN	740	3 cr	Money and the Media
TVMN	790	3 cr	Thesis in TV Management

Television Management Elective Courses (choose 6 credits):

TVMN	600	3 cr	TV Management Colloquium
TVMN	630	3 cr	Television Production
TVMN	660	3 cr	The Social Impact of Television
TVMN	670	3 cr	The Art of Television
TVMN	680	3 cr	Management of News and Sports Programming
TVMN	698	3 cr	Special Topics in TV Management
TVMN	699	3 cr	Independent Study in TV Management
TVMN	700	3 cr	Television Practicum
TVMN	720	3 cr	TV: Organization and Operations
TVMN	750	3 cr	Current Issues in TV Management
TVMN	770	3 cr	Promotion and PR in Media

Minimum total credits for graduation: 48



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COLLEGE OF MEDIA ARTS & DESIGN



The MS/MBA in Television Management Degree Requirements

BUSINESS COURSES: Requires 45 CREDITS

ACCT	602	3 cr	Managerial Accounting
BUSN	501	3 cr	Measuring and Maximizing Financial Performance
BUSN	502	3 cr	Essentials of Economics
MGMT	652	3 cr	New Venture Planning
ECON	601	3 cr	Managerial Economics
FIN	601	3 cr	Corporate Financial Management
MGMT	602	3 cr	Managing Technological Innovation
MGMT	780	3 cr	Strategic Management
MKTG	601	3 cr	Marketing Strategy and Planning
MIS	611	3 cr	Management Information Systems
ORGB	625	3 cr	Leadership and Professional Development
ORGB	631	3 cr	Leading Effective Organizations
POM	601	3 cr	Operations Management
STAT	601	3 cr	Business Statistics

Business Elective Course:

3 cr

TELEVISION MANAGEMENT COURSES: 33 CREDITS

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TVMN	770	3 cr	Promotion and PR in Media

Minimum total credits for graduation: 78