

# Drexel University

## Catalog 2008/2009

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### **The Antoinette Westphal College of Media Arts and Design**

The Antoinette Westphal College of Media Arts and Design is a center for studying both the process and the products of design in the human environment and on media. Curricula concentrate on design as a process that can be defined, understood, and applied to solve human problems. Students study conceptualization and implementation of ideas within a creative environment involving aesthetics, function, ethics, technology, and the realities of the marketplace. They focus on the use of artifacts of daily life and react to creations that reflect the human condition.

The College offers graduate curricula in:

- Arts Administration
- Digital Media
- Fashion Design
- Interior Architecture and Design
- Television Management

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### **Master of Science in Arts Administration**

Students may enroll in the program on a full- or part-time basis. Classes are offered in the evening. With the exception of the internship, which is geared to the student's schedule and interests, the entire program can be completed in the evening. Students should plan to enter the program at the start of the fall term. Full-time arts administration students may complete the degree in five consecutive terms when beginning in the fall term.

#### **Professional Opportunities**

Graduates of the program serve in various administrative capacities with museums, historical societies, ballet and dance companies, government agencies, symphony orchestras, and philanthropic and corporate foundations.

For more information, visit Drexel's Graduate Studies in Arts Administration web page.

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### **Master of Science in Arts Administration**

#### **Requirements for Admission**

In addition to meeting the general requirements for admission to graduate studies, applicants should present a résumé demonstrating a strong affinity for the field through work, volunteer experiences, education, or special training. Undergraduate preparation must include at least one course in financial accounting, two courses in the history or literature of an art, and/or two courses in the practical or creative aspects of an art. Applicants who lack this preparation (or the equivalent) must complete work in the above areas during the first two terms in the program.

An important part of the admissions process is a personal interview with the Program Director. Potential applicants will be contacted to schedule an interview through the Department of Performing Arts (215-895-2453) once the application is processed through Graduate Admissions.

#### **Financial Assistance**

A limited number of assistantships are available. Students should indicate their interest in these positions in their initial letters of inquiry. Students are also encouraged to explore other assistantships available across the University. In the past, arts administration students have held positions in the honors program, the Greek Life Office, the Leadership Program, and the College of Evening and Professional Studies. Awards are made annually on a competitive basis.

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### Master of Science Program in Arts Administration

#### Program Requirements

Each student is assisted with the planning and completion of a program of study in accordance with the student's needs and career goals. Each candidate for the M.S. in arts administration must complete 45 credits, including courses in cultural policy, management skills, and fund development. To enable the student to tailor the program of study to meet his or her career goals, a variety of electives are offered. Students may identify tracks in marketing, fund development, finance, or research through their selection of electives.

Many of our students work in an appropriate related arts job associated with a professional arts organization. After completing all core courses, some students choose to complete an internship within the arts and cultural community. The student's thesis grows out of the internship experience or can address a research topic that the student chooses to explore further.

#### Curriculum

Professional requirements		Credits
AADM 505	Overview of Arts Administration	3.0
AADM 510	Writing for the Arts	3.0
AADM 610	Financial Accounting for Non-Profit Arts Organizations	3.0
AADM 620	Law in the Arts	3.0
AADM 650	Fund Development for the Arts	3.0
AADM 670	Developing Audiences for the Arts	3.0
AADM 710	Strategic Planning and Evaluation	3.0
AADM 750	Arts Administration Seminar	3.0
AADM 751	Management Techniques in the Arts	3.0
AADM 770	Technology and the Marketing of the Arts	3.0
AADM 798	Thesis and Internship	3.0
	Electives	12.0

Sample elective offerings		Credits
AADM 740	Production Laboratory in the Performing Arts	3.0
AADM 760	Special Problems in Arts Management	3.0
AADM 755	Community Cultural Planning and Local Arts Policy	3.0
AADM 720	Leadership in the Arts	3.0
AADM 775	Technology Management and Planning in the Arts	3.0
AADM 731	HR Management for the Arts	3.0
AADM 780	Applied Research Methods	3.0
COM 675	Grant Writing: Arts/Humanities	3.0
COM 680	PR Writing and Strategies	3.0
HRMT 630	Organizational Staffing	3.0
MGMT 640	Strategic Human Resource Management	3.0
MGMT 680	Executive Leadership	3.0

MKTG 634	<b>Integrated Marketing Communications Management</b>	3.0
MKTG 646	<b>Services Marketing</b>	3.0
ORGB 631	<b>Leading Effective Organizations</b>	3.0
STAT 601	<b>Business Statistics</b>	3.0

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### **Master of Science in Digital Media**

Digital Media, also known as New Media, is an exciting, and rapidly expanding hybrid field of research, study and practice. Over the past decade, it has grown from a highly specialized activity to an approachable subject that sparks global attention in areas of entertainment, business, engineering and health care.

The curriculum for the Master of Science in Digital Media offers a mix of academic course work and project-related activities. Projects consist of funded grant research opportunities, industry-sponsored projects and independent, student-generated and faculty-approved projects. (See Program requirements/curriculum for more detailed information about the course of study.)

#### **Professional Opportunities**

Opportunities abound for individuals who master the artistic and the interactive aspects of digital media design. Three-dimensional, fully interactive and immersive environments have become the norm in research and practical applications. As the field expands, the need for qualified artists, researchers and New Media entrepreneurs grows.

For more information, visit Drexel's Graduate Studies in Digital Media web page.

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### Master of Science in Digital Media

#### Requirements for Admission

The M.S. in Digital Media is an advance course of study. A successful applicant for admission will have a baccalaureate degree, a minimum 3.2 undergraduate G.P.A. and assumed production skills in 3-D modeling, animation and interactivity.

Proof of basic competencies is demonstrated by undergraduate transcript and/or portfolio review. For qualified candidates lacking production skills, we offer a series of pre-graduate classes. Satisfactory completion of the classes qualifies one to apply for graduate admission. Pre-graduate classes may include some or all for the following:

DIGM 100	<b>Digital Design Tools</b>	3.0
DIGM 115	<b>3-D Modeling/Design</b>	3.0
DIGM 211	<b>Computer Animation I</b>	3.0
DIGM 212	<b>Computer Animation II</b>	3.0
DIGM 240	<b>Web-based Interactive Authoring</b>	3.0
DIGM 241	<b>Vector-based Interactive Authoring</b>	3.0
DIGM 242	<b>Hybrid Interactive Authoring</b>	3.0
CS 171	<b>Computer Programming I</b>	3.0
CS 172	<b>Computer Programming II</b>	3.0



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### Master of Science in Digital Media

*A minimum of 63.0 credits are required for graduation.*

#### Curriculum

Students are required to take a Digital Media History, Theory and Methods course and an advanced seminar for a total of six credits, as well as a minimum of nine courses in advanced modeling animation and interactivity.

During the first year, students also take three New Media Project courses (9 credits); these courses provide opportunities to work on funded and unfunded research and industry projects under the guidance of a graduate faculty member. With faculty approval, students may also work on personally designed projects relevant to problem solving in a student's specific area of interest.

In addition, students are required to take 12 credits (a minimum of four courses) of directed studies in support of developing knowledge in an area—outside of media and design—to which digital media skills may be applied. The set of directed studies will be determined by the students and their graduate advisors. Possible areas for this focus include, but are not limited to, computer science, information science, bio-medical technology, social science, humanities and education.

#### Thesis Project

During the second year of study, each student develops and produces a Master's thesis project. By the third week of the fall term students submit a proposal to the Digital Media Graduate Committee. Upon approval of the proposal, the student works toward thesis completion, including:

- an oral presentation to the college
- a written statement to the committee
- a copy of the completed media work for the graduate program archive

The thesis project must demonstrate domain knowledge of the agreed upon classes. The media component of the project must demonstrate expertise in 3D modeling/animation and/or interactivity.

Required courses		63.0 Credits
DIGM 501	<b>New Media: History, Theory and Methods</b>	3.0
DIGM 502	<b>Advanced Seminar in New Media Topics</b>	3.0
DIGM 512	<b>Shader Writing and Programming</b>	3.0
DIGM 515	<b>Digital Matte Painting/Set Extension</b>	3.0
DIGM 518	<b>Particle Systems/AI for Visual Effects</b>	3.0
DIGM 540	<b>New Media Project</b>	9.0
DIGM 560	<b>Advanced Concepts in Interactive 3D Environments</b>	3.0
DIGM 605	<b>Advanced Techniques in Computer Generated Imagery</b>	3.0
DIGM 616	<b>Immersive World Building</b>	3.0
DIGM 641	<b>Interactive TV DVD-ROM</b>	3.0
DIGM 670	<b>Gaming I</b>	3.0

DIGM 671	<b>Gaming II</b>	3.0
DIGM 680	<b>Thesis Development</b>	9.0
	<b>Directed electives</b>	12.0

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### Master of Science in Digital Media

63.0 Credits Total

#### Sample Sequence

##### First Year

Fall		Credits
DIGM 501	New Media: History, Theory and Methods	3.0
DIGM 512	Shader Writing and Programming	3.0
DIGM 540	New Media Project	3.0
Total credits		9.0

Winter		Credits
DIGM 502	Advanced Seminar in New Media Topics	3.0
DIGM 515	Digital Matte Painting/Set Extension	3.0
DIGM 540	New Media Project	3.0
Total credits		9.0

Spring		Credits
DIGM 560	Advanced Concepts in Interactive 3D Environments	3.0
DIGM 540	New Media Project	3.0
Directed elective		3.0
Total credits		9.0

Summer		Credits
DIGM 518	Particle Systems/AI for Visual Effects	3.0
DIGM 605	Advanced Techniques in Computer Generated Imagery	3.0
DIGM 641	Interactive TV DVD-ROM	3.0
Total credits		9.0

##### Second Year

Fall		Credits
DIGM 670	Gaming I	3.0
DIGM 680	Thesis Development	3.0
Directed elective		3.0
Total credits		9.0

Winter		Credits
DIGM 671	Gaming II	3.0
DIGM 680	Thesis Development	3.0
Directed elective		3.0
Total credits		9.0

**Spring**

DIGM 616	<b>Immersive World Building</b>	3.0
DIGM 680	<b>Thesis Development</b>	3.0
	<b>Directed elective</b>	3.0
	<b>Total credits</b>	9.0

### **Master of Science in Fashion Design**

The M.S. in Fashion Design is a full-time program that stresses the development of technical skills and research and experimentation. A typical graduate sequence may consist of eight terms of graduate courses and four terms of prerequisite coursework, beginning with the summer term Accelerated Design and Drawing courses.

The curriculum is organized so that studio, laboratory, and classroom work give the graduate student a directed experience in the study of aesthetics, criticism, and contemporary art concepts; contemporary and historic art and design; current technology; the discipline of drawing; and the making of art.

The goal of the M.S. program in fashion design is to integrate the understanding of design with the construction of clothing so that the final products answer physical, aesthetic, psychological, and social needs within the context of contemporary fashion and industrial limitations. This approach provides a sound basis for a broad range of employment in the fashion industry and in education. Other professional opportunities lie in merchandising, costume design, curatorial work, and computer-aided design.

The faculty of the Design Department includes art historians, CAD specialists, designers, fiber artists, painters, and sculptors. The department also draws on practicing professionals as adjunct professors for specialized coursework and for critique of student work.

A limited number of graduate assistantships are available to students after the first year.

At Drexel, students can participate in the activities of the Fashion Group of Philadelphia, the local chapter of an international fashion industry organization. Students may also participate in the Student Fashion Group and attend trips to fashion events in New York City. The Fashion and Design and Merchandising programs produce a professionally juried annual fashion show, which provides excellent exposure for graduate students.

For more information, visit Drexel's Graduate Program in Fashion Design web page.

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### Master of Science in Fashion Design

#### Requirements for Admission

Students enter the program from diverse backgrounds, including liberal arts, fine arts, and business. A personal interview is required. The admission criteria for the graduate program consist of the requirements of the University for graduate admission plus satisfaction of undergraduate coursework in basic fashion design skills and concepts. These prerequisites comprise 31 credits in design, drawing, and art history in addition to 32 credits in specific undergraduate fashion design professional courses, or their equivalent.

Prerequisite undergraduate coursework		Credits
ARTH 335	History of Costume: Pre-classical Mid-18th Century	3.0
ARTH 336	History of Costume: Late 18th Century–Contemporary	3.0
FASH 201	Survey of the Fashion Industry	3.0
FASH 210	Presentation Techniques in Fashion Design	3.0
FASH 211	Fashion Drawing I	3.0
FASH 212	Fashion Drawing II	3.0
FASH 241	Construction Skills	4.0
FASH 251	Fashion Design I	4.0
FASH 341	Flat Pattern Design	4.0
FASH 342	Draping Design	4.0
FASH 343	Tailoring and Design	4.0
VSST 104	Accelerated Design I*	2.0
VSST 105	Accelerated Design II*	2.0
VSST 106	Accelerated Design III*	2.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
VSST 204	Materials Exploration	4.0
VSST 211	Textiles	3.0
<b>Two of the following</b>		<b>6.0</b>
ARTH 101	History of Art I: Ancient to Medieval	
ARTH 102	History of Art II: Renaissance to Modern	
ARTH 103	History of Art III: Early Modern to Postmodern	

\*Or VSST 101, VSST 102, VSST 103 (Design I, II, III; 12.0 credits).

Beginning in the summer term, the department offers a four-term prerequisite year to prepare candidates for the graduate coursework. A portfolio review and departmental evaluation determine what prerequisites have been satisfied. Contact the graduate advisor for specific information about prerequisites or to make an appointment for evaluation.

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### Master of Science Program in Fashion Design

#### Curriculum

The two years of full-time graduate coursework combine four terms of faculty-directed studio work in fashion design and two terms of student-directed independent studio work with required courses in design, aesthetics, and the art process. Elective coursework in fashion or specific topics; advanced studies in art, computer-aided design, art history, and fashion design; and independent studies allow individual flexibility in curriculum design.

Graduate Problems in Fashion Design I and II (FASH 865 and FASH 866) emphasize the development of an original statement of design intent, allowing students to synthesize their academic experiences and prepare for the marketplace. Each graduate student develops his or her personal collection which is then produced and presented in a professional fashion show.

Professional Portfolio (FASH 864) is a capstone course in which students create a professional quality collection of drawings geared to their market preferences.

Students are required to participate in at least three national and international fashion design competitions (FASH 899). These competitions provide awareness of world-wide design sensibilities and the overall level of competition in various facets of the marketplace.

The fashion industry internship (FASH 600) promotes spirit of entrepreneurship and provides perspective on success in the fashion industry. A full-time ten week position in industry is required and provides experience in design and production processes.

<b>Fashion design studios</b>		<b>48.0 Credits</b>
FASH 600	<b>Fashion Industry Internship</b>	0.0
FASH 611	<b>Textile Design</b>	3.0
FASH 615	<b>CAD/Patternmaking</b>	3.0
<b>or</b>		
FASH 617	<b>Technical Design</b>	3.0
FASH 616	<b>CAD for Fashion Design</b>	3.0
<b>or</b>		
FASH 617	<b>Technical Design</b>	3.0
FASH 630	<b>Fashion A</b>	3.0
FASH 631	<b>Fashion B</b>	3.0
FASH 632	<b>Drawing for Industry</b>	3.0
FASH 730	<b>Fashion C</b>	3.0
FASH 731	<b>Fashion D</b>	3.0
FASH 765	<b>Fashion Presentation</b>	3.0
FASH 766	<b>Fashion Business Topics</b>	3.0
FASH 864	<b>Professional Portfolio</b>	3.0
FASH 865	<b>Problem in Fashion Design, Phase I</b>	3.0
FASH 866	<b>Problem in Fashion Design, Phase II</b>	3.0

FASH 899	<b>Comprehensive Examination</b>	0.0
ARTH 530	<b>History of Modern Design</b>	3.0
	<b>Electives</b>	6.0



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### **Master of Science in Interior Architecture and Design**

The M.S. program in Interior Architecture and Design design is a First Professional M.S. degree program. The goal of the program is to prepare students with diverse undergraduate backgrounds to enter the field of interior design, encompassing public, commercial, and institutional spaces; offices; and residences. Program faculty includes architects, art historians, interior designers, visual and fine artists. The department also draws on practicing professionals as adjunct professors for specialized coursework and for critique of student work.

#### **Student Background**

The diversity of students in the program demonstrates its appeal and international reputation. Students enter the interior design program from diverse backgrounds, including liberal arts, fine arts, architecture, business, and science. Many candidates making a career change to interior design do so several years after receiving their baccalaureate degrees and after gaining experience in their original professions. Entering students are committed to intensive exploration of design in general and interior design specifically.

#### **Professional Opportunities**

Alumni are principals of their own interior design firms, project managers in major design and architectural firms, facilities managers, and design coordinators. About one-third of the students obtain entry-level employment before graduation from the program; within five years, many hold managerial positions.

Professional exposure occurs in exchanges with practitioners through professional jurying of all major student projects. Students are also encouraged to become members of local, national, and international interior design professional organizations.

For more information, visit Drexel's Graduate Studies in Interior Architecture and Design web page.

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### Requirements for Admission

Admission criteria for the graduate program consist of the requirements of the University for graduate admission plus satisfaction of basic interior design undergraduate coursework. These prerequisites include courses in design, drawing, and art history.

Prerequisite undergraduate coursework		Credits
VSST 104	<b>Accelerated Design I*</b>	2.0
VSST 105	<b>Accelerated Design II*</b>	2.0
VSST 106	<b>Accelerated Design III*</b>	2.0
VSST 110	<b>Introductory Drawing</b>	3.0
INTR 231	<b>Structure</b>	4.0
INTR 232	<b>Interior Studio I</b>	4.0
INTR 220	<b>Orthographic Drawing</b>	3.0
INTR 241	<b>Perspective Drawing II</b>	3.0
INTR 200	<b>History of Modern Architecture</b>	3.0
INTR 305	<b>History of Furniture</b>	3.0
<b>or</b>		
INTR 300	<b>Directions of 20th Century Interior Design</b>	3.0
ARTH 103	<b>History of Art III: Early to Late Modern Art</b>	3.0

**\*Or VSST 101, VSST 102, VSST 103 (Design I, II, III; 12.0 credits).**

The program begins in the summer term with three terms of prerequisite coursework that prepares candidates for the graduate coursework. A portfolio review or evaluation by the director of the interior design program determines what prerequisites have been satisfied. Contact the department for specific information about prerequisites or to make an appointment for review and evaluation.

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### Master of Science Program in Interior Architecture and Design

#### Curriculum

The full-time graduate coursework combines seven terms of faculty-directed coursework in interior design, including a student-initiated thesis. The 63 credits that make up the graduate requirement include a visual studies sequence as well as elective coursework in the following areas: interior design seminars on specific topics; advanced studies in art, art history, and interior design; and independent studies. This allows individual flexibility in curriculum design.

Required courses		Credits
<b>Studios</b>		
INTR 722	Graduate Studio A	4.0
INTR 723	Studio A Seminar	2.0
INTR 732	Graduate Studio B	4.0
INTR 733	Studio B Seminar	2.0
INTR 742	Graduate Studio C	4.0
INTR 743	Studio C Seminar	2.0
INTR 752	Graduate Studio D	4.0
INTR 753	Studio D Seminar	2.0
INTR 762	Graduate Studio E	4.0
INTR 763	Studio E Seminar	2.0
<b>Studios</b>		
VSST 501	Contemporary Art Issues	3.0
VSST 502	Space/Time I	3.0
VSST 503	Space/Time II	3.0
<b>Interior Design Seminars</b>		
Electives		12.0
<b>Thesis</b>		
INTR 894	Thesis Programming	3.0
INTR 895	Thesis Seminar I	1.5
INTR 896	Thesis Seminar II	1.5
INTR 897	Thesis—Development	3.0
INTR 898	Thesis—Documentation	3.0
<b>ID Seminars</b>		
INTR 899	Comprehensive Exam*	

### **Graduate Review\***

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\*INTR 899 consists of two components: a series of sketch problems and design competitions that must be completed during the two graduate years and faculty review of a portfolio presentation of a body of student-selected work.

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### **Paul F. Harron Television Management Graduate Program**

#### **About the Program**

The dual-degree M.S./ M.B.A. program requires 78 credits for completion. The stand-alone M.S. degree requires 48 credits. Both programs provide the flexibility for students to take a combination of business courses and television management courses each term.

Drexel's Paul F. Harron Graduate Program in Television Management is designed to provide students with the diverse information and skills required to succeed in the varied fields of today's media and television landscape. Courses in television/new media management will allow students to integrate current "best practices" in the media industry with what they learn in their business courses and will facilitate interaction with working professionals who can help demonstrate principles in action.

For more information, visit Drexel's Graduate Studies in Television Management web page.

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### **Paul F. Harron Television Management Graduate Program**

#### **Requirements for Admission**

For information regarding admission to the program, contact:

Howard Homonoff  
Program Director, Paul F. Harron Television Management Graduate Program  
College of Media Arts & Design  
Office: University Crossings 049  
215-895-2180  
hbh24@drexel.edu

or

David Miller  
Director of Recruitment  
The Antoinette Westphal College of Media Arts and Design  
Nesbitt Hall 12-503  
Philadelphia, PA 19104  
(215) 895-1675

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### Paul F. Harron Television Management Graduate Program

*Master of Science Degree*

*48.0 Credits*

**Required courses** **27.0  
Credits**

TVMN 605	<b>Foundation Seminar in Television Management</b>	3.0
TVMN 610	<b>Media Law for Television Management</b>	3.0
TVMN 620	<b>Audience Measurement</b>	3.0
TVMN 640	<b>Media Ethics for Television Management</b>	3.0
TVMN 650	<b>Structure of Television Organizations</b>	3.0
TVMN 710	<b>Television Programming</b>	3.0
TVMN 730	<b>Emerging Television Technology</b>	3.0
TVMN 740	<b>Money and the Media</b>	3.0
TVMN 790	<b>Thesis in Television Management</b>	3.0

**Two of the following Television Management (TVMN) electives:** **6.0  
credits**

TVMN 600	<b>Television Management Colloquium</b>	3.0
TVMN 630	<b>Television Production</b>	3.0
TVMN 660	<b>The Social Impact of Television</b>	3.0
TVMN 670	<b>The Art of Television</b>	3.0
TVMN 680	<b>Management of News and Sports Programming</b>	3.0
TVMN 698	<b>Special Topics in Television Management</b>	3.0
TVMN 699	<b>Independent Study in Television Management</b>	3.0
TVMN 700	<b>Television Practicum</b>	3.0
TVMN 720	<b>Television: Organization and Operations</b>	3.0
TVMN 750	<b>Current Issues in Television Management</b>	3.0
TVMN 770	<b>Promotion and PR in Media</b>	3.0

**Required Business courses** **15.0  
credits**

ACCT 601	<b>Managerial Accounting</b>	3.0
BUSN 501	<b>Measuring and Maximizing Financial Performance</b>	3.0
BUSN 502	<b>Essentials of Economics</b>	3.0
MGMT 652	<b>New Venture Planning</b>	3.0
MKTG 601	<b>Marketing Strategy and Planning</b>	3.0

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### Paul F. Harron Television Management Graduate Program

*Master of Science Degree (Stand-alone program)*

Sample Sequence		48.0 Credits
<b>Fall</b>		
BUSN 501	Measuring and Maximizing Financial Performance	3.0
BUSN 502	Essentials of Economics	3.0
TVMN 605	Foundation Seminar in Television Management	3.0
TVMN 710	Television Programming	3.0
<b>Total credits</b>		<b>12.0</b>
<b>Winter</b>		
MGMT 652	New Venture Planning	3.0
MKTG 601	Marketing Strategy and Planning	3.0
TVMN 650	Structure of Television Organizations	3.0
TVMN 740	Money and the Media	3.0
<b>Total credits</b>		<b>12.0</b>
<b>Spring</b>		
ACCT 601	Managerial Accounting	3.0
TVMN 620	Audience Measurement	3.0
TVMN 640	Media Ethics for Television Management	3.0
Television Management (TVMN) elective		3.0
<b>Total credits</b>		<b>12.0</b>
<b>Summer</b>		
TVMN 730	Emerging Television Technology	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 790	Thesis in Television Management	3.0
Television Management (TVMN) elective		3.0
<b>Total credits</b>		<b>12.0</b>



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### Paul F. Harron Television Management Graduate Program

*Dual Master of Science/Master of Business Administration Degrees*

Required courses		<b>27.0 Credits</b>
TVMN 605	Foundation Seminar in Television Management	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 620	Audience Measurement	3.0
TVMN 640	Media Ethics for Television Management	3.0
TVMN 650	Structure of Television Organizations	3.0
TVMN 710	Television Programming	3.0
TVMN 730	Emerging Television Technology	3.0
TVMN 740	Money and the Media	3.0
TVMN 790	Thesis in Television Management	3.0

Two of the following Television Management electives:		<b>6.0 credits</b>
TVMN 600	Television Management Colloquium	3.0
TVMN 630	Television Production	3.0
TVMN 660	The Social Impact of Television	3.0
TVMN 670	The Art of Television	3.0
TVMN 680	Management of News and Sports Programming	3.0
TVMN 698	Special Topics in Television Management	3.0
TVMN 699	Independent Study in Television Management	3.0
TVMN 700	Television Practicum	3.0
TVMN 720	Television: Organization and Operations	3.0
TVMN 750	Current Issues in Television Management	3.0
TVMN 770	Promotion and PR in Media	3.0

Required Business courses		<b>45.0 credits</b>
ACCT 601	Managerial Accounting	3.0
BUSN 501	Measuring and Maximizing Financial Performance	3.0
BUSN 502	Essentials of Economics	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 602	Management and Technology Innovation	3.0
MGMT 652	New Venture Planning	3.0
MGMT 780	Strategic Management	3.0
MKTG 601	Marketing Strategy and Planning	3.0

MIS 611	<b>Management Information Systems</b>	3.0
ORGB 625	<b>Leadership and Professional Development</b>	3.0
ORGB 631	<b>Leading Effective Organizations</b>	3.0
POM 601	<b>Operations Management</b>	3.0
STAT 601	<b>Business Statistics</b>	3.0
	<b>Business elective</b>	3.0

**Suggested business electives include:**

FIN 628	<b>Capital Budgeting</b>	3.0
FIN 640	<b>Mergers and Acquisitions</b>	3.0
MKTG 622	<b>Buyer Behavior Theory</b>	3.0
MKTG 634	<b>Integrated Marketing Communications Management</b>	3.0
MKTG 646	<b>Services Marketing</b>	3.0
MGMT 640	<b>Strategic Human Resource Management</b>	3.0

# Drexel University

## Catalog 2008/2009

### Paul F. Harron Television Management MS/MBA Dual Degree Program

Sample Sequence	78.0 Credits
<i>First Year</i>	
<b>Fall</b>	
BUSN 501 <b>Measuring and Maximizing Financial Performance</b>	3.0
BUSN 502 <b>Essentials of Economics</b>	3.0
MGMT 652 <b>New Venture Planning</b>	3.0
TVMN 605 <b>Foundation Seminar in Television Management</b>	3.0
<b>Total credits</b>	<b>12.0</b>
<b>Winter</b>	
ACCT 601 <b>Managerial Accounting</b>	3.0
MKTG 601 <b>Marketing Strategy and Planning</b>	3.0
STAT 601 <b>Business Statistics</b>	3.0
TVMN 650 <b>Structure of Television Organizations</b>	3.0
<b>Total credits</b>	<b>12.0</b>
<b>Spring</b>	
ECON 601 <b>Managerial Economics</b>	3.0
POM 601 <b>Operations Management</b>	3.0
TVMN 620 <b>Audience Measurement</b>	3.0
TVMN 640 <b>Media Ethics for Television Management</b>	3.0
<b>Total credits</b>	<b>12.0</b>
<b>Summer</b>	
FIN 601 <b>Corporate Financial Management</b>	3.0
TVMN 610 <b>Media Law for Television Management</b>	3.0
TVMN 730 <b>Emerging Television Technology</b>	3.0
<b>Television Management (TVMN) elective</b>	3.0
<b>Total credits</b>	<b>12.0</b>
<i>Second Year</i>	
<b>Fall</b>	
MGMT 602 <b>Management and Technology Innovation</b>	3.0
ORGB 625 <b>Leadership and Professional Development</b>	3.0
TVMN 710 <b>Television Programming</b>	3.0
<b>Business elective</b>	3.0
<b>Total credits</b>	<b>12.0</b>

**Winter**

MIS 611	<b>Management Information Systems</b>	3.0
ORGB 631	<b>Leading Effective Organizations</b>	3.0
TVMN 740	<b>Money and the Media</b>	3.0
	<b>Total credits</b>	9.0

**Spring**

MGMT 780	<b>Strategic Management</b>	3.0
TVMN 790	<b>Thesis in Television Management</b>	3.0
	<b>Television Management (TVMN) elective</b>	3.0
	<b>Total credits</b>	9.0