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

*Graduate Programs*

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# Drexel University

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### **The Antoinette Westphal College of Media Arts & 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 have experience in gallery management, public relations or newsletter writing/editing, and 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.

### 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 MS 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 660                  | International Cultural Policy                     | 3.0     |
| AADM 680                  | Trends in Fund Development                        | 3.0     |
| AADM 720                  | Leadership in the Arts                            | 3.0     |
| AADM 740                  | Production Laboratory in the Performing Arts      | 3.0     |
| AADM 760                  | Special Problems in Arts Management               | 3.0     |
| AADM 752                  | Performing Arts Management                        | 3.0     |
| AADM 755                  | Community Cultural Planning and Local Arts Policy | 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 | <b>Organizational Staffing</b>                        | 3.0 |
| MGMT 640 | <b>Strategic Human Resource Management</b>            | 3.0 |
| MGMT 680 | <b>Executive Leadership</b>                           | 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 MS 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<br>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 MS 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 MS 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 Department of Fashion Design & Merchandising includes art historians, CAD specialists, designers, fiber artists, merchandising specialists, 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 Fashion and Design Student Organization 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 230                              | Textiles for Fashion Design                        | 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        |
| <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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### 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.

| Fashion design studios |  | 48.0<br>Credits |
|------------------------|--|-----------------|
| 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 |



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

The MS program in Interior Architecture + Design is a First Professional MS 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 + Design web page.

### Master of Science in Interior Architecture + Design

#### 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                              | 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     |
| INTR 231                              | Structure                                    | 4.0     |
| INTR 232                              | Interior Studio I                            | 4.0     |
| INTR 220                              | Orthographic Drawing                         | 3.0     |
| INTR 241                              | Perspective Drawing II                       | 3.0     |
| INTR 200                              | History of Modern Architecture               | 3.0     |
| INTR 305 WI                           | History of Furniture                         | 3.0     |
| or                                    |  |         |
| INTR 300                              | Directions of 20th Century Interior Design   | 3.0     |
| ARTH 103                              | History of Art III: Early to Late Modern Art | 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 Associate Director of the Interior Architecture & Design program determines what prerequisites have been satisfied. Contact the Department of Interior Architecture & Design for specific information about prerequisites or to make an appointment for review and evaluation.

### Master of Science in Interior Architecture + 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>Visual Studies</b>     |                         |         |
| VSST 501                  | Contemporary Art Issues | 3.0     |
| VSST 502                  | Space/Time I            | 3.0     |
| VSST 503                  | Space/Time II           | 3.0     |
| <b>IAD 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>Comprehensive Exam</b> |                         |         |
| INTR 899                  | Comprehensive Exam*     |         |
|                           | Graduate Review*        |         |

\*INTR 899 consists of two components: a series of sketch problems and design

competitions that must be completed during the two + graduate years and a faculty review of a portfolio presentation of a body of student-selected work.

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

#### **About the Program**

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 the world of convergent media. The Paul F. Harron Graduate Program in Television Management offers two graduate study options to prepare students 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 students to integrate business course content with the practices of television and new media industries, and provides graduates the advantages of also having the renowned Drexel MBA.

Ultimately, we believe the way people learn is by doing. Students receive 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 challenge participants to discover the critical interplay between creative process and the business skills required to manage successful media companies.

Features of the program include the availability of Fellowships and Graduate Assistantships, flexible scheduling with part-time and full-time options, evening classes, rolling admissions (allowing students to start in any term, including summer) as well as 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 03World. Students find internships with major broadcast, multichannel, and new media companies in Philadelphia, New York and Washington, including Philly.com, Comcast, MTV Networks, Sesame Workshop, PVI Virtual Media, Pro Mobile Productions and LocalVox.

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

# Drexel University

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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 |

# Drexel University

## Catalog 2010-11

### Paul F. Harron Television Management Graduate Program

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

| Sample Sequence                              |  | 48.0<br>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 620                                     | Audience Measurement                           | 3.0             |
| TVMN 650                                     | Structure of Television Organizations          | 3.0             |
| <b>Total credits</b>                         |  | <b>12.0</b>     |
| <b>Spring</b>                                |  |                 |
| ACCT 601                                     | Managerial Accounting                          | 3.0             |
| TVMN 640                                     | Media Ethics for Television Management         | 3.0             |
| TVMN 740                                     | Money and the Media                            | 3.0             |
| <b>Television Management (TVMN) elective</b> |  | <b>3.0</b>      |
| <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             |
| <b>Television Management (TVMN) elective</b> |  | <b>3.0</b>      |
| <b>Total credits</b>                         |  | <b>12.0</b>     |

# Drexel University

## Catalog 2010-11

### Paul F. Harron Television Management Graduate Program

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

| Required courses |   | <b>27.0<br/>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<br/>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<br/>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 2010-11

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

Sample Sequence 78.0  
Credits

#### First Year

##### Fall

|                      |  |             |
|----------------------|--|-------------|
| BUSN 501             | Measuring and Maximizing Financial Performance | 3.0         |
| BUSN 502             | Essentials of Economics                        | 3.0         |
| MGMT 652             | New Venture Planning                           | 3.0         |
| TVMN 605             | Foundation Seminar in Television Management    | 3.0         |
| <b>Total credits</b> |  | <b>12.0</b> |

##### Winter

|                      |                                       |             |
|----------------------|---------------------------------------|-------------|
| ACCT 601             | Managerial Accounting                 | 3.0         |
| MKTG 601             | Marketing Strategy and Planning       | 3.0         |
| STAT 601             | Business Statistics                   | 3.0         |
| TVMN 650             | Structure of Television Organizations | 3.0         |
| <b>Total credits</b> |                                       | <b>12.0</b> |

##### Spring

|                      |  |             |
|----------------------|--|-------------|
| ECON 601             | Managerial Economics                   | 3.0         |
| POM 601              | Operations Management                  | 3.0         |
| TVMN 740             | Money and the Media                    | 3.0         |
| TVMN 640             | Media Ethics for Television Management | 3.0         |
| <b>Total credits</b> |  | <b>12.0</b> |

##### Summer

|  |                                     |             |
|--|-------------------------------------|-------------|
| FIN 601                                      | Corporate Financial Management      | 3.0         |
| TVMN 610                                     | Media Law for Television Management | 3.0         |
| TVMN 730                                     | Emerging Television Technology      | 3.0         |
| <b>Television Management (TVMN) elective</b> |                                     | <b>3.0</b>  |
| <b>Total credits</b>                         |                                     | <b>12.0</b> |

#### Second Year

##### Fall

|                          |   |             |
|--------------------------|---|-------------|
| MGMT 602                 | Management and Technology Innovation    | 3.0         |
| ORGB 625                 | Leadership and Professional Development | 3.0         |
| TVMN 710                 | Television Programming                  | 3.0         |
| <b>Business elective</b> |   | <b>3.0</b>  |
| <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 620 | <b>Audience Measurement</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 |