

Design & Media Management

MASTER OF ARTS — 48 CREDITS

PROGRAM FOCUS

QUARTERS 1-3 CORE COURSES

DMMA503
Information Management & New Technology in Design & Media Arts

DMMA504
Building & Leading Creative Teams

DMMA505
Strategic Planning & Management in Creative Organizations

DMMA507
Law, Policy & Ethics in Design & Media Arts

DMMA518
Design & Media Arts Innovation: Marketing Planning & Strategy

DMMA528
Entrepreneurship in Design
Or
DMMA538
Entrepreneurship in Media Arts

QUARTER 4 SPECIALIZATION

DMMA508
Assessment & Analysis for Managers in Design & Media Arts

Elective Option 1

QUARTERS 5-6 SPECIALIZATION AND CAPSTONE

DMMA515
Planning, Producing & Promoting a Design Venture
Or
DMMA525
Planning, Producing & Promoting a Media Arts Venture

DMMA600
Capstone

Elective Option 2

GENERAL EDUCATION



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START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Program Guide
MA GRID w/ Capstone Project Critical Points of Review
The Design and Media Management master's degree program is designed for maximum flexibility for working professionals. Any exception to this program guide must be approved by the Department Chair. If a student does not register for and successfully complete eight (8) credits per quarter, they will not be eligible to complete the master's degree in 6 quarters or 18 months.

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
<https://www.artinstitutes.edu/miami/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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Design & Media Management (MA)

COURSE DESCRIPTIONS

DMMA503 INFORMATION MANAGEMENT & NEW TECHNOLOGY IN DESIGN & MEDIA ARTS

This course addresses managing information and providing support services from a design and media arts management perspective. Information resources include internally and externally developed information and assets, local and global communication networks, and associated hardware and software technology. Support services include the training and support of uses, operational policies and practices, disaster recovery, and security for electronic commerce within a creative enterprise. *Prerequisite(s): None*
Credits: 4

DMMA504 BUILDING & LEADING CREATIVE TEAMS

Teams are a basic organizational building block. The purpose of this course is to provide students with the knowledge and practical skills to become a productive team leader in a creative organization. Collective creativity requires a team with a diverse set of skills. The creativity of the team is enhanced by other types of diversity such as personality type, creative style and experience level. “Building” a team means not only assembling the right set of people to do the job, but the process by which the team grows in capability and alignment. This course addresses motivation, leadership, and communications. Also included are negotiation, conflict resolution and team building. *Prerequisite(s): None*
Credits: 4

DMMA505 STRATEGIC PLANNING & MANAGEMENT IN CREATIVE ORGANIZATIONS

This course is designed to lead students through the development, implementation, documentation, and evaluation of strategic and business planning in creative organizations. Students will develop tools and techniques that enable them to develop a long-range strategic plan as well as an operational plan in a creative enterprise. Strategic presentation skills, including data driven presentations are also covered. *Prerequisite(s): None*
Credits: 4

DMMA507 LAW, POLICY & ETHICS IN DESIGN & MEDIA ARTS

In this course, students explore legal and regulatory issues and questions facing copyright holders, technology developers, and artist and designers. The impact of emerging technology, digital media, and ethical issues created by digital media will also be examined. A working knowledge of the legal system (standard legal agreements such as contracts, charters, and non-disclosure agreements), how it impacts business decisions, and how it can affect liability will also be presented. *Prerequisite: None*
Credits: 4

DMMA508 ASSESSMENT & ANALYSIS FOR MANAGERS IN DESIGN & MEDIA ARTS

This course is designed to apply financial, marketing and operations theory and tools to assess and analyze domestic and global markets, establish requirements and sources of capital, assess risks and analyze processes to meet demand. The assessment and analysis provides design and media arts organizations with the foundation to begin to address market needs. *Prerequisite(s): None*
Credits: 4

DMMA515 PLANNING, PRODUCING & PROMOTING A DESIGN

This course focuses on design managers as they work in the context of product development, planning, marketing, and implementation. Based on the goals of a design venture, students will apply design, innovation, and business theory to realistic business opportunities with successful, meaningful application for customers. Topics will include advanced concepts of branding, strategic planning and communication. *Prerequisite(s): Successful completion of all core courses with a grade of B or better.*
Credits: 4

DMMA518 DESIGN & MEDIA ARTS INNOVATION: MARKETING PLANNING & STRATEGY

This course emphasizes the identification, analysis, and selection of target markets; development and management of products and services; pricing; demand analysis and forecasting, distribution systems and advertising and promotion. Forces impacting marketing strategy such as web marketing, consumer trends, and competition are examined. Students will identify opportunities at operational and strategic levels, and develop a marketing plan for a design or media arts innovation. *Prerequisite(s): None*
Credits: 4

DMMA525 PLANNING, PRODUCING & PROMOTING A MEDIA ARTS VENTURE

This course focuses on media arts managers as they work in the context of product development, planning, marketing, engineering, and implementation. Based on the goals of a media arts venture, students will apply design and development, innovation, and business theory to realistic business opportunities with successful, meaningful application for customers. Topics will include advanced concepts of branding, strategic planning and communication. *Prerequisite(s): Successful completion of all core courses with a grade of B or better.*
Credits: 4

DMMA528 ENTREPRENEURSHIP IN DESIGN

Throughout this course, students will research possibilities for creating beneficial and profitable design ventures, and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial design ventures and design entrepreneurs. They will also identify the components of a business plan and examine various business plans. *Prerequisite(s): Successful completion of all core courses with a grade of B or better.*
Credits: 4

DMMA538 ENTREPRENEURSHIP IN MEDIA ARTS

Throughout this course, students will research possibilities for creating beneficial and profitable media arts ventures, and assess competitive environments and performance prospects. They will examine successful and unsuccessful entrepreneurial media arts ventures and media arts entrepreneurs. They will also identify the components of a business plan and examine various business plans. *Prerequisite(s): Successful completion of all core courses with a grade of B or better.*
Credits: 4

DMMA600 CAPSTONE

This course represents the culmination of the knowledge and skills that the student has learned in this program applied to a capstone project. The course is intended to help students frame unstructured design or media art business problems or challenges, or to launch a new design or media arts product or company. Upon completion of all core and specialization course work, the student will develop a detailed plan and timeline for the capstone project and upon approval, will complete the capstone project. *Prerequisite(s): Successful completion of all courses with a grade of B or better.*
Credits: 4

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

ELECTIVE OPTIONS (Select 2)*

DMMA517 Creative Problem Solving
DMMA558 Managing New Technologies in Creative Organizations
DMMA514 Communication, Grant Writing & Management in Creative Organizations
DMMA506 Collaboration at a Distance
DMMA548 Project Management in Design & Media Arts

*Course descriptions for general education and elective courses can be found in the catalog.