

Virtual Media Management (VMM)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

VMM 1111. Introduction to Virtual Media Management. 3 Credit Hours.

This course is designed to introduce students to various theories and abilities that come from the study of organizational and mediated communication. These abilities include independent learning, working constructively with others toward achieving shared goals, managing workplace conflict constructively, and thinking critically and clearly about emerging problems and their solutions. Collaborative learning is used to practice and improve productivity, problem-solving skills, and social relationships in virtual environments.

Repeatability: This course may not be repeated for additional credits.

VMM 1112. Challenges of Virtual Media Management. 3 Credit Hours.

This course will review the major trends in virtual media management and will identify the challenges that are unique to virtual environments. This course will prepare students to view the broader landscape of media through a critical lens and to use a variety of tools to develop effective decision-making skills. Students will work collaboratively to create an in-depth analysis of one particular challenge and will generate recommendations based on research.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in VMM 1111 (may be taken concurrently)

VMM 3112. Experiential Learning in Virtual Media Management. 3 Credit Hours.

This course provides a structure for you to learn by doing in environments or organizations that make use of virtual media to accomplish their work and their goals. The work that you undertake in this experiential learning course can involve an internship, community service learning, or other capstone experience. The course provides you with the opportunity to reflect critically and analytically on culture and communication in virtual spaces and apply what you have learned to your own academic, professional, and personal goals.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in VMM 1111 and VMM 1112.

VMM 3890. Special Topics in Virtual Media Management. 3 Credit Hours.

Special topics course to cover subject matter not covered by regular courses offered in the major.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C in VMM 1111 and VMM 1112.

VMM 4571. International Studies in Media and Communication. 3 Credit Hours.

This course is an immersive study of media and communication institutions, practices, norms, societal, governmental, and legal structures in a culture outside of the U.S. that is conducted during a Klein GO! program. Klein faculty lead students, while living abroad, in media consumption, in comparative analysis and evaluation of media and non-mediated communication, and in interaction with local media and communication leaders in the program location. The specific aspects of media and communication to be covered will vary from city to city, and semester to semester, depending on the events of the day. Available only to students participating in a Klein GO! Program.

Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C in VMM 1111 and VMM 1112.