Virtual Media Management BA

Overview

The **Bachelor of Arts in Virtual Media Management** (VMM) is an interdisciplinary program designed to prepare tomorrow's communication experts to work and lead in professional environments that require abilities to build relationships while working on virtual teams, make decisions across international boundaries, and adapt to new technologies within ever-changing virtual environments. This program can be completed either fully online or in hybrid mode. It delivers a unique combination of courses in interpersonal communication, organizational communication, mediated communication, team and group communication, all of which focus on communicating within virtual organizations and mediated environments.

Students begin this major with two 7-week courses that focus on how to work and learn effectively in virtual environments. These courses set the foundation for students to learn and be successful throughout the rest of the VMM major. The ability to communicate efficiently and effectively in virtual settings, and the ability to adapt to continual changes in mediated environments—from virtual platforms to the growth in virtual reality and avatars that represent spaces and identities—requires a novel type of preparation of students who seek to excel in the remote workplace that has become the new normal. Media corporations increasingly depend on a workforce that is capable of crossing state, national and international boundaries, working across time zones, and engaging daily with people who live and work in cultures and nations far from their own homes.

This undergraduate major addresses the cultural, organizational and mediated challenges of this type of workplace, while preparing students with the theoretical and practical knowledge for leading teams and managing media platforms in these types of mediated spaces. This major offers the value of a degree in media and communication, with a specific focus on how to manage and work within virtual environments, which can be applied to both remote and in-person work environments.

Campus Location: Main and Online

Program Code: CO-VMM-BA

Contact Information

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Learn more about the Bachelor of Arts in Virtual Media Management.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives *to view the requirements for their Bulletin year.*

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Virtual Media Management by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 overall and in the major.

Students must meet:

1. University requirements:
    - All students are required to complete the General Education (GenEd) curriculum.
    - All students must take a minimum of two writing-intensive courses in their major at Temple University. VMM 4196 is required for all students completing this major. The second writing-intensive course can be selected from the following: ADV 1196, JRN 1196, CSI 2296, CSI 2696.
2. Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum 45 credit hours in Virtual Media Management major.
4. Grades of C- or higher must be attained in all courses within the Virtual Media Management major.
5. No more than 12 semester hours of transfer credits may be applied to Virtual Media Management major requirements.

Virtual Media Management Major Requirements

Code	Title	Credit Hours
Core Courses (all core courses are offered online)		
VMM 1111	Introduction to Virtual Media Management [1]	3
VMM 1112	Challenges of Virtual Media Management [1]	3
VMM 3112	Experiential Learning in Virtual Media Management [2]	3
VMM 4196	(WI)	3
Communicating in Virtual Environments (CVE) Focus Area		

Select three of the following:		9
CSI 1111	Introduction to Public Speaking	
CSI 1113	Persuasion	
CSI 1401	Conflict and Communication Behavior	
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3701	Intercultural Communication	
CSI 4201	Communication, Attitudes, and Opinion	
CSI 4601	Narrative Persuasion	
MSP 4454	Public Information Media Campaigns	
PR 1112	Communicating Leadership	
PR 2661	Communicating Organizational Change	
PR 2672	Global Communication and Leadership	
VMM 4571	International Studies in Media and Communication	
Mediated Platforms and Environments (MPE) Focus Area		
Select three of the following:		9
ADV 2005	Social Media Marketing	
JRN 3709	The Entrepreneurial Journalist	
JRN 3712	The Business of Journalism	
MSP 1001	Video Production for Non-Majors	
MSP 1655	Introduction to Media Business	
MSP 3471	Media and Cultural Differences	
MSP 4221	Information Technology Policy	
MSP 4252	Law and Ethics of Digital Media	
MSP 4446	Psychological Processing of Media	
MSP 4614	Creating a Media Business	
MSP 4641	Programming for Multiplatform Media	
MSP 4657	Current Issues in Media Management	
Focus Area Electives		
Select four courses in any combination from the CVE and MPE Focus Areas. At least two of these courses must be at or above the 3000-level.		12
Writing Intensive Course		
Select one of the following:		3
ADV 1196	Persuasive Writing	
CSI 2296	Resistance, Protests, and Social Movements	
CSI 2696	Risk Communication	
JRN 1196	Writing and Reporting	
MSP 4696	Communication in Media Organizations	
Total Credit Hours		**45**

[1]

Students should complete VMM 1111 and VMM 1112 in their first semester of the major.

[2]

Students should complete VMM 3112 during the last two years in the major.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Virtual Media Management

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		
Fall		**Credit Hours**
VMM 1111	Introduction to Virtual Media Management	3
VMM 1112	Challenges of Virtual Media Management	3

KLN 1001	Klein First-Year Seminar	1

ENG 0802
   or ENG 0812
   or ENG 0902
	Analytical Reading and Writing
	   or Analytical Reading and Writing: ESL
	   or Honors Writing About Literature
		4

GenEd Quantitative Literacy Course ^{GQ}		4
	Credit Hours	**15**
Spring		
Communicating in Virtual Environments (CVE) Focus Area Course #1		3
Mediated Platforms and Environments (MPE) Focus Area Course #1		3
KLN 1002	Klein College Introduction to Professional Development	1
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
	Credit Hours	**16**
Year 2		
Fall		
CVE Focus Area Course #2		3
MPE Focus Area Course #2		3

IH 0851
   or IH 0951
	Intellectual Heritage I: The Good Life
	   or Honors Intellectual Heritage I: The Good Life
		3

GenEd Breadth Course		3
GenEd Breadth Course		3
	Credit Hours	**15**
Spring		
CVE Focus Area Course #3		3
MPE Focus Area Course #3		3

IH 0852
   or IH 0952
	Intellectual Heritage II: The Common Good
	   or Honors Intellectual Heritage II: The Common Good
		3

GenEd Breadth Course		3
GenEd Breadth Course		3
	Credit Hours	**15**
Year 3		
Fall		
VMM 3112	Experiential Learning in Virtual Media Management	3
Select one of the following WI courses:		3
ADV 1196	Persuasive Writing	
CSI 2296	Resistance, Protests, and Social Movements	
CSI 2696	Risk Communication	
JRN 1196	Writing and Reporting	
MSP 4696	Communication in Media Organizations	
Electives		10
	Credit Hours	**16**
Spring		
CVE or MPE Focus Area Course (3000-4999)		3
CVE or MPE Focus Area Course (3000-4999)		3
Electives		10
	Credit Hours	**16**
Year 4		
Fall		
VMM 4196		3
CVE or MPE Focus Area Course (any level)		3

Electives	10
Credit Hours	**16**
Spring	
CVE or MPE Focus Area Course (any level)	3
Electives	12
Credit Hours	**15**
Total Credit Hours	**124**