

# COM 8303: Mass Media Industries

Surveys media industries - newspaper, film/home video, broadcast television, cable television and the Internet - focusing on how consumer demand, technology and government policies interact to affect industry behavior. Examines audiences as products of mass media industries.

**Credits:** 3.0

**Prerequisites:**

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

**Program:** [Communication](#)