Management of Electronic Media
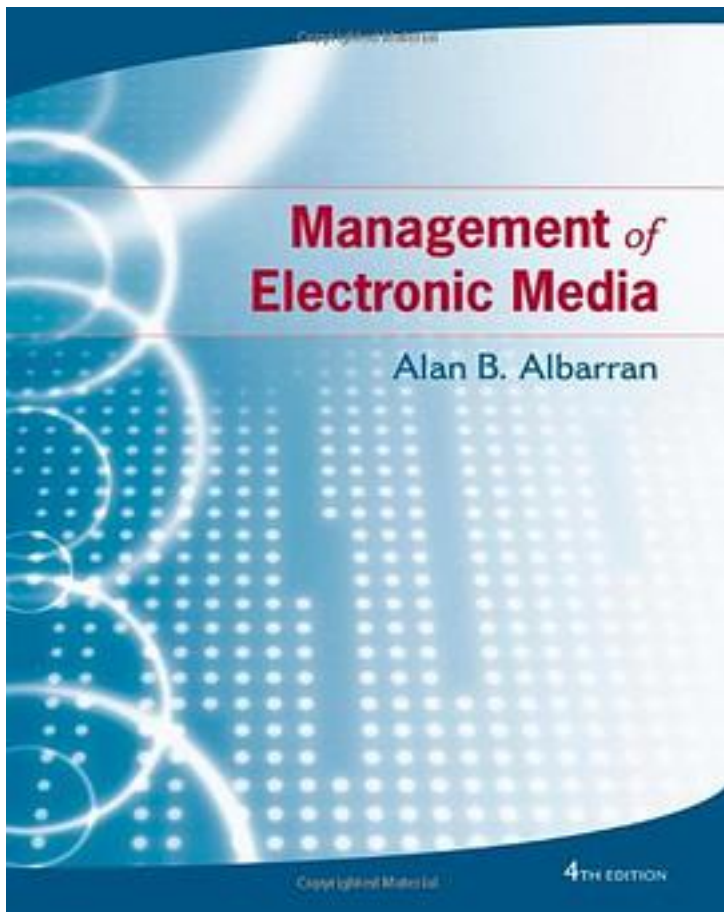
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著者:Albarran, Alan B

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Intended for the Broadcasting Management, Electronic Media Management course (sometimes Broadcast Programming & Management course) for undergraduate broadcasting majors in their sophomore/junior/senior year. Prerequisites are Introduction to Broadcasting and Electronic Media and/or Introduction to Mass

Communication/Mass Media.

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