

Media Management & Big Data Analytics



8:30 – 9:15 a.m. Welcome by Dean Perlmutter, College of Media & Communication
Introduction to Conference Topics and Goals
Room: COMC 050

11:00 a.m. – 12:15 p.m. Industry Perspectives on Management in Lubbock’s Growing Market (Local Industry Panel)
Room: COMC 156

2:00 – 3:15 p.m. **Panel 1:** Discussion in Dr. Geoff Graybeal’s Media Entrepreneurship class.
Room: COMC 053

Panel 2: Workshop in Big Data Analytics, or What Big Data Are Good for...and What They Are Not.
Room: EDUC 001

6:30 – 8:00 p.m. Cathryn Anne Hansen Buesseler Lecture – Dr. W. Russell Neuman, New York University: “The Digital Difference: How Technology and Economics Interact in Media Evolution.”
Frazier Pavilion (RSVP required by Thurs., 4/2: rsvp.mcom@ttu.edu)

12:00 – 1:30 p.m. Roundtable Discussion: What We've Learned, What We Need to Know, and How to Get There.
Room: COMC 156 (Lunch provided to first 30 attendees)

ALL SESSIONS ARE OPEN AND PARTICIPATION IS ENCOURAGED!



College of Media
& Communication™

Join the Conversation:  #ReachingAudiences
www.depts.ttu.edu/comc/reachingaudiences/index.php