

GRADUATE CERTIFICATE IN MEDIA MANAGEMENT

Overview

The Department of Journalism and Media Management (JMM) offers a 12-credit nondegree part-time Graduate Certificate in Media Management (GCMM) for professionals who seek to supplement their education with specialized media courses and to enhance their skills.

Admission Requirements

- A baccalaureate degree from an accredited institution
- The School of Communication's official application
- An \$85.00 non-refundable application fee
- One letter of recommendation
- Official transcripts of all college work, both undergraduate and graduate
- Resume

Curriculum Requirements

Code	Title	Credit Hours
Required		
JMM 632	Current Issues in Media Management	3
JMM 636	Content Strategy in the Media Industry	3
Electives		
Choose two additional courses (6 credits) from the following:		
JMM 634	Media Distribution for Film and Television	
JMM 643	Media Industry Trends	
JMM 657	Media Entrepreneurship	
JMM 659	Web and Media Analytics	
JMM 663	Applied Data Analytics for Journalism and Media Management	
Total Credit Hours		12

Mission

The Graduate Certificate in Media Management will help professionals discover key aspects of media management and content strategy or advance their existing knowledge of the business side of the media industry. The certificate will cover current topics of media technology, economics, programming, distribution, and policy. Students will gain strategic and analytical skills through media case studies and applications.

Goals

- Understand the dynamics of the media ecosystem from technological, economic, and regulatory perspectives.
- Learn the strategic implications of content production and delivery in the media ecosystem.
- Develop problem-solving skills to address media industry issues and challenges through case studies and applications.

Learning Outcomes

- Students will demonstrate knowledge of the current trends that are affecting and changing the media industry.
- Students will demonstrate knowledge of how technological change has influenced the economic transformation of the media ecosystem.
- Students will demonstrate knowledge of the content delivery process across various platforms.
- Students will demonstrate the ability to address technological, economic, financial, and legal challenges facing media companies and present cogent and effective solutions.