



GRADUATE CERTIFICATE IN MEDIA MANAGEMENT PLAN OF STUDY*

Fall Semester: 6 credits

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| 1. JMM 632 Current Issues in Media Management (3 credits) |
| 2. Media Management Elective (3 credits)** |

Spring Semester: 6 credits

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| 1. JMM 636 Content Strategy in the Media Industry (3 credits) |
| 2. Media Management Elective (3 credits)** |

Total: 12 credits

*Certificate students can start either in the fall semester or spring semester. The schedule is subject to change and course availability.

**From the following list of five courses:

- 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