

# Graduate Certificate in Media Management

Loads of knowledge  
in as little as  
one semester.

Gain advanced knowledge of media management within an established business as well as for entrepreneurial ventures.

"Successful media businesses do two things well: They deliver quality content, and they understand the dynamics of the marketplace. Knowledge of both aspects is essential to effectively serve the needs of an increasingly demanding and fragmented audience in a hyper-competitive environment that continues to be upended by technological advances and new business models. These fundamental changes in how media organizations operate require that every member of the media also understands how their business functions. The Graduate Certificate in Media Business is focused on the intersection of both these aspects and is being launched at a critical time for the media industry."

- Laku Chidambaram, Ph.D.  
Associate Dean for Academic Programs and Engagement  
Michael F. Price College of Business

13  
credit  
hours

Solid management skills and sound business sense in just one semester.

## It's called the media *business* for a reason!

This certificate is offered in collaboration with the OU Price College of Business.

Interested? Get more information!  
Email: [gaylordgrad@ou.edu](mailto:gaylordgrad@ou.edu)

