

**Gaylord College of Journalism  
and Mass Communication**

**Graduate Certificates**

**Overview**

The Gaylord College offers two graduate certificate programs:

- 1) Graduate Certificate in Media Management (13 cr. hrs.):

[http://www.ou.edu/content/dam/gradweb/documents/Forms\\_and\\_packets/GradCertificates/GCPR\\_JMCMediaManagement\\_G083%26G084.pdf](http://www.ou.edu/content/dam/gradweb/documents/Forms_and_packets/GradCertificates/GCPR_JMCMediaManagement_G083%26G084.pdf)

This certificate will provide students with advanced knowledge of media management within an established business as well as for entrepreneurial ventures.

It's called the media business for a reason. Whether it's a newsroom, a public relations firm, an advertising agency, or a film company, all are in need of solid management skills and sound business sense. The Gaylord College Media Management Graduate Certificate will provide media professionals with the business basics they will need to be successful overseeing either an existing media business or starting a new entrepreneurial venture. The Media Management Graduate Certificate combines the media industry knowledge from Gaylord College with the business skills expertise offered by Price College of Business.

Currently, Master of Arts in Journalism and Mass Communication includes a specialization in media management, which offers related graduate courses on a regular basis. The Media Management Graduate Certificate program is designed for former and current students who have bachelor degrees and desire to obtain in-depth knowledge in the area of media management, or for seasoned media professionals who want to advance their careers in the area of media management, but who may not be ready to complete the Master's degree at the time.

- 2) Graduate Certificate in Strategic Planning (12 cr. hrs.):

[http://www.ou.edu/content/dam/gradweb/documents/Forms\\_and\\_packets/GradCertificates/GCPR\\_JMCStrategicPlanning\\_G106%26G107.pdf](http://www.ou.edu/content/dam/gradweb/documents/Forms_and_packets/GradCertificates/GCPR_JMCStrategicPlanning_G106%26G107.pdf)

A graduate certificate in strategic planning is an intensive educational opportunity for certificate participants to acquire a mastery of the discipline.

A link to all OU graduate certificates, by title:

[http://www.ou.edu/content/gradweb/academic\\_programs/norman\\_campus.html](http://www.ou.edu/content/gradweb/academic_programs/norman_campus.html)

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## Q&A

1. Can students double-dip credit hours for degree programs and certificates?

Yes, they can: "Course work may be applied to both a graduate degree and a graduate certificate" (*Graduate College Bulletin*, p. 16).

2. Can students retroactively apply coursework to the certificates?

Yes, they can. Students need to be enrolled in the semester of admission to receive a certificate (to be active students).

Coursework that has already been applied to another degree program may be applied to a graduate certificate later. Students need to have been admitted to some graduate program when they completed the coursework, but they do not have to have specifically been admitted to the certificate program at the time. HOWEVER, keep in mind that a student cannot complete a certificate without being formally admitted into it, and that the student must also enroll in the semester of admission to prevent the student from being inactivated. So, theoretically, if a student has completed all the graduate certificate coursework (and it is less than five years old), and the student is then admitted to the certificate program after the fact, the student would still need to enroll in some course during the semester of admission to be considered an active student and thus to be cleared from the certificate.

3. What are the entry requirements for a certificate?

Applicants should complete the online application form and submit a resume, short statement of purpose (why they want to pursue the certificate) and evidence of English proficiency (international applicants only).

4. Do new international students have to submit min. score of TOEFL in order to be admitted to OU?

Yes, they do.

The English proficiency requirement is a State Regents requirement for all international students and cannot be waived (email from Amy Shaw, Graduate College Admissions, to you, May 26, 2016).

5. Do new applicants have to submit GRE scores to be admitted to a certificate program?

No, they do not. GRE is only required from those applicants who apply to Gaylord College degree programs: MA, MPW and PhD.

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## Application Process

The applicant (a new OU graduate student OR current OU graduate student) should:

1. Create an account and complete the application for admission at the Graduate College Office of Admissions: [www.ou.edu/gradweb](http://www.ou.edu/gradweb)
2. Application deadline: rolling
3. Applicants do not have to take Graduate Record Examination (GRE).

International students must take the Test of English as a Foreign Language (TOEFL) or satisfy the English proficiency requirement by another method approved by the Graduate College Office of Admissions. The English proficiency requirement is a State Regents requirement for all international students and cannot be waived.

4. Other application materials to be submitted to the Graduate College Office of Admissions are official transcript (to confirm an undergraduate degree), applicant's resume and personal statement. One letter of recommendation is optional.

**END**