

W. PAGE PITT SCHOOL OF JOURNALISM
AND MASS COMMUNICATIONS

MEDIA MANAGEMENT GRADUATE CERTIFICATE

15 HOURS

Required courses:

- JMC 603—Media Management
- JMC 604—Journalism and Mass Communications Law and Ethics

Select nine hours from among the following:

- JMC 510—Magazine Editorial Practice
- JMC 533—Radio-Television Programming
- JMC 536—International Communications
- JMC 550—Contemporary Issues in RTV
- JMC 555—Women and Minorities in the Media
 - JMC 632—Public Broadcasting
- JMC 612—History of Mass Communications
 - JMC 641—Web/Online Strategies

Certificates serve students with or without a background in the field but with an interest in newspaper, magazine, television, radio, the internet or converged media, advertising or public relations. Courses are packaged to target specific areas of development that will augment depth of knowledge or skills, help students remain competitive in the job market, advance their careers, or help them pursue personal enrichment. Students may complete a stand alone certificate or incorporate it into their JMC master's program or other master's programs on campus.

Individuals interested in completing a certificate, either as a standalone program or as part of a master's, must submit an application specifically for the certificate.

Admission to the certificate programs requires:

- official transcript baccalaureate degree from a regionally accredited college or university,
- an application for admission to a certificate program,
- at least a 2.5 undergraduate GPA, and
- a 3.0 graduate GPA if already awarded a master's degree,
- OR current admission to a Marshall University graduate program.
- Courses completed in certificate programs can apply to an MAJ where appropriate. (Students who want to apply certificate credit to a master's must meet all admission requirements for the MAJ including completion of the GRE.)

Students must maintain a 3.0 GPA in all course work with no more than two C's. A student who successfully completes the defined series of courses will earn a certificate.

MAKE YOUR MARK. LEAVE YOUR LEGACY.



100 Communications Building • 304-696-2360 • <http://www.marshall.edu/sojmc>

College of Arts and Media

