

## Certificate in Media Leadership Description

This 12-credit certificate in media leadership is designed to provide intensive professional development to enhance your strategic leadership skills. The program includes:

- Exclusive access to industry leaders and School of Journalism & New Media faculty
- Peer-learning and networking
- Participants from a variety of professional backgrounds
- Twelve academic credits that can be applied to a Master of Science in Integrated Marketing Communication (IMC)\*

The program consists of four online courses, each running for six to seven weeks. The entire certificate can be earned in less than a year.

\*Participants must make a formal application to the University of Mississippi Graduate School after completing two courses, if they wish to use all 12 credits toward the Master of Science in IMC. No Graduate Record Exam required.

### Minimum Total Credit Hours: 12 Course Requirements

Participants will begin the certificate program in Summer and should be able to complete the program by Spring. Courses required include:

- MCOM 573 - Media Leadership - provides rich insights into the current state of the media and primes you for leadership into the future.
- IMC 501 - Principles of Integrated Marketing Communications -- understand essential concepts in IMC and how to apply them to your organization's goals.
- IMC 531 - Consumer Research and Insights - explore the science of research and how it applies to IMC strategies and tactics.
- IMC 551 - Brand & Relationship Strategies -- think critically about the role that a brand plays in effective organizational strategies.

### Other Academic Requirements

The curriculum is designed for mid-career media professionals who want to focus on the strategic integration of multiple media fields. This immersive learning experience will take place entirely online, so participants do not need to give up their hard-earned positions to attend. The certificate will equip individuals to lead their organizations and shape the future, while serving as a launching pad for advancement at work, pursuing an advanced degree, or both.

