

THE NEW SCHOOL CERTIFICATE IN MEDIA MANAGEMENT

The New School's graduate certificate program in Media Management addresses the professional opportunities and challenges presented by new and emerging media technologies and evolving corporate structures. It trains students in key areas of communication and convergence for the 21st century.

The Certificate in Media Management is a 12-credit program. To earn the certificate, students complete four three-credit courses from the media management curriculum and then write a final ten-page synthesis paper under the supervision of the director of the certificate program, Paul Hardart. The curriculum includes courses in industry perspectives, media management and leadership, media economics, information technologies, competitive strategies, and corporate responsibility. The Graduate Certificate in Media Management is offered both on campus at The New School and online. Students can complete the certificate on site, online, or in combination.

Students who complete the Certificate in Media Management and apply for and are admitted to the MA in Media Studies program may transfer all credits taken for the certificate to the master's program, provided that grades of B or better were received in the courses to be transferred.

Media Management Certificate Synthesis Paper

In addition to completing 12-credits towards the Media Management Certificate, students must also complete a final synthesis paper. The paper should explore an area of management that is of interest to the student and their career goals. It should also synthesize some of the key learnings from the program. Past projects have included research papers, business plans and in-depth analyses of companies and trends in the media space. Students will determine the topic of their paper in conjunction with the program coordinator. The paper should be approximately ten pages in length (double-spaced).

- **To determine paper topic, contact director of the certificate program Paul Hardart:**
HardartP@newschool.edu
212-229-8903 ext. 4061
- **Submit final paper:**
Paul Hardart
Associate Professor; Director of Graduate Certificate in Media Management
School of Media Studies
2 W. 13th Street
Room 1216
New York, NY 10011

MEDIA MANAGEMENT CERTIFICATE ADVISING

Students can seek advisement on course options and eligibility by contacting the Director of Graduate Certificate in Media Management: HardartP@newschool.edu.

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www.newschool.edu/mmp/