

REQUIREMENTS FOR THE GRADUATE CERTIFICATE
GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION
THE UNIVERSITY OF OKLAHOMA

Academic Year	General Requirements	Program
For Students Entering the Oklahoma State System for Higher Education Summer 2025 through Spring 2026	Minimum Total Hours 13	Media Management G083 Graduate Certificate

Minimum Total Hours: 13

Program Code: G083

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 provides 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. A total of 13 hours is required for the certificate.

Certificate Requirements

Code	Title	Credit Hours
JMC 5193	Principles of Media Entrepreneurship	3
JMC 5970	Seminar (Topic: Media Management)	3
JMC 5473	Social Media Marketing	3
or JMC 5833	Journalism Ethics	
Choose 4 hours:		4
Price College of Business approved course list		
Total Credit Hours		13

A graduate *certificate* is not a graduate *degree*. A graduate degree represents a program of independent inquiry beyond the depth of coursework alone, while a graduate certificate represents a set of courses only.

- All courses must be taken at OU. No transfer credit will apply.
- No course substitutions are permitted for graduate certificates.
- Coursework applied to a graduate certificate cannot be more than five years old as of the semester the graduate certificate is awarded.
- Students must earn a grade point average of 3.00 or higher on all coursework applied to the graduate certificate.

More information in the catalog: (<http://ou-public.courseleaf.com/gaylord-journalism-mass-communication/media-management-grad-cert/>).