

ADVANCED MEDIA MANAGEMENT, MS

Contact

Adam Peruta, Director
454 Newhouse 3, 315-443-9245

Newhouse faculty

Sean Branagan, Michael Clarke, Adam Peruta

The Advanced Media Management program teaches the application of innovative digital solutions to strategic communications problems in both traditional and new media businesses - with a focus on emerging technologies. Technology has and will continue to change the way we experience and interact with text, images, audio, and video, and impacts all media, advertising, public relations, journalism, and entertainment. When every company has a digital platform and needs a 360-degree communications and content plan, every company is a media company. This program places students at the intersection of media and technology and prepares them to be leaders who can move at the speed of technology. Coursework focuses on foundations in the latest practices for managing technology, media organizations, platforms and products, content, and data. Students are taught by professors who have real-world experience in the media industry. This program includes a four-day immersion in New York City where students hear from alumni, media professionals, and visit media outlets, agencies, and big tech offices.

The Advanced Media Management program is a unique and accredited media management program. Students take two to three courses in the Whitman School of Management that complement Newhouse coursework and provide students with a well-rounded perspective on the management and marketing functions of the communications and media industries. Additionally, students are able to take one open elective from any school on campus.

This 36-credit program leads to a Master of Science (M.S.) in Advanced Media Management. Students who come into the program with little to no prior experience in media, communications, or business may elect to take an additional six credits to build their knowledge. These six credits will be selected with the program director depending on the student's goals and prior experience.

The 37-credit Sports Media & Communications track of the M.S. includes opportunities for students to take sports media electives, and the track concludes with a sports media and communications practicum experience.

A degree in Advanced Media management gives students the ability to work in any field within the media industry - entertainment, journalism, advertising, pr, and big tech. Advanced Media Management graduates have worked at entities such as: Snapchat, Netflix, Google, The Atlantic, Meta (Facebook and Instagram), LinkedIn, ARK Investment Management, IDEO, Mondelez, Publicis, and Digitas.

Student Learning Outcomes

Students in the Advanced Media Management program are expected to achieve the following learning outcomes:

1. Analyze the validity and structure of a media business problem statement, identify the core questions and challenges, frame

the relevant systemic variables, evaluate the viability of various solutions, and conduct research to address gaps in knowledge or understanding.

2. Translate strategic business goals for a media or content business or unit into an innovative content management plan designed to accomplish those stated goals in an ethical manner, mindful of the institutional and cultural forces in play.
3. Lead (and contribute to) diverse teams, working in a cooperative and coordinated manner to accomplish stated goals and objectives with demonstration of integrity by strict adherence to relevant laws, and industry best practices.
4. Analyze multiple representations of quantitative information and use the data to write tactical recommendations aligned to strategic goals.

Program Requirements

Code	Title	Credits
Required Courses		
COM 698	Media Law	3
MBC 631	Financial Accounting	3
or MBC 636	Marketing Management	
MBC 638	Data Analysis and Decision Making	3
or SCM 651	Business Analytics	
MMI 606	Strategic Content Management	3
MMI 617	The Changing Media Landscape	3
MMI 625	Advanced Media Business	3
MMI 665	Web Development & Design for Media	3
MMI 675	Advanced Web Design	3
MMI 680	Topics in Advanced Media Management	3
Advanced Media Management Track (9 credits)		
<i>Electives (3 credits)</i>		
Newhouse or Whitman elective(s) chosen with program director.		
Capstone (6 credits)		
Students choose one of the following or a combination of the following courses:		6
MMI 689	Advanced Media Management Capstone	
or MMI 670	Experience Credit	
MMI 689	Advanced Media Management Capstone	
or MMI 670	Experience Credit	
MMI 690	Independent Study	
Sports Media & Communications Track (10 credits)		
SMC 601	Sports Media & Communications Proseminar	1
<i>Electives (6 credits)</i>		
Sports Media & Communications electives chosen with program director.		6
<i>Capstone (3 credits)</i>		
SMC 675	Sports Media & Communications Practicum	3
Total : 36-37 credits		