

# Metropolitan College of New York MBA in Media Management

The MBA in Media Management program at Metropolitan College of New York is designed to give you the business skills, management tools, adaptability, entrepreneurial mindset, and experience to be at the forefront of emerging media trends. Navigate industry challenges and successfully create new ventures and lead media companies into the future and beyond, with a commitment to moving seamlessly into the constantly shifting media landscape.

Through our Purpose-Centered Education model, students are provided with the media industry-specific business skills and knowledge they need to

facilitate the creation of their own individualized business for hands on, real world experiential learning. In this program, you will obtain core MBA level business competencies through the lens of the various media industries and puts them on the path of their choice to achieve their corporate or entrepreneurial goals.

With our mission, we provide the business competences, the media-specific competencies, and conversations about social justice and how all this impacts society, but especially communities of color and marginalized communities. This program will help you make a real impact, right now.

## PROGRAM FACTS

**45 Credits**  
**3 Semesters**  
**12 Months**

**ENROLLMENT OPTIONS**  
Full-time / Part-time

**CLASSES OFFERED**  
Onsite / Hybrid

## International Field Study

This intensive 10-day study abroad component of our MBA curriculum is an action-oriented immersive experience that is included with your program tuition! During past study abroad trips, students have traveled to Zurich, London, Frankfurt, and Paris. This intensive is designed to provide a chance to work collaboratively in a pan-cultural environment and to better understand the factors to consider when creating an international strategy for an organization or business.

## Real-World Skills You'll Learn in this Program

- Learn how to develop strategies to successfully manage and exploit traditional media, like television, film or music, as well as “new” media, like social, mobile, or Virtual media and Apps.
- You will develop a Constructive Action, which is a comprehensive Business and Marketing Plan with a detailed outline for implementing your own entrepreneurial or “intrapreneurial” venture.
- Hands-on event planning and networking with faculty, alumni and other business leaders.
- Explore the impact of media on promoting social justice and community empowerment.

## This Degree is Practical

Graduates of our program go on to a variety of exciting careers. They find jobs in directing and producing movies, television, and web series, in digital marketing, data analytics, advertising, talent management, content creation and curation, promotions and public relations, marketing and sales, music promotion and production entertainment finance and accounting, or pursue entrepreneurial dreams and start their own media-related companies.

## PROGRAM CURRICULUM

	<i>Purpose 1</i>	<i>Purpose 2</i>	<i>Purpose 3</i>	<i>Purpose 4</i>
<b>Constructive Action</b>	MBA 615 PCA Strategic Industry Analysis	MBA 725 PCA Strategic Planning	MBA 735 PCA Strategic Management & Evaluation	
<b>Values &amp; Ethics</b>	MDM 615 VAL Entertainment Law & Media Ethics	MDM 725 VAL Media Contract Drafting & Negotiations	MDM 735 VAL Media, Culture and Society	
<b>Self &amp; Others</b>	MDM 615 SEL New Media: Cyber, Social, Mobile and Beyond	MDM 725 SEL Media Marketing in a Global Environment	MBA 735 INT Global Business and International Practicum	
<b>Systems</b>	MDM 615 SYS Business and Economics of the Film Industry	MDM 725 SYS Music and Publishing Industries	MDM 735 SYS Managing Electronic Broadcast Industries	
<b>Skills</b>	MBA 615 SKI Managerial Accounting	MBA 725 SKI Managerial Economics	MBA 735 SKI Managerial Finance	
<b>Foundations</b>	MBA 501 FDN Managerial Statistics	MBA 502 FDN Principles of Management & Marketing	MBA 503 FDN Principles of Financial Accounting	MBA 504 FDN Principles of Economics & Finance

Get the latest updates about this program and the courses being offered: [www.mcny.edu/mba-media](http://www.mcny.edu/mba-media)



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New York, NY 10006  
(212) 343-1234



### THE BRONX

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Bronx, NY 10455  
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## WHAT MAKES MCNY DIFFERENT?

Founded in 1964 by educational visionary and activist Audrey Cohen, more than 12,000 alumni have earned degrees from Metropolitan College of New York. Our unique Purpose-Centered Education model helps you learn better by blending theory, and real-world practice, all within the lens of social justice.

MCNY is an accredited, not-for-profit college, with two campuses, one located in lower Manhattan and another in The Bronx. In addition to providing professional development opportunities, our undergraduate and graduate programs are offered through three schools: the Audrey Cohen School for Human Services and Education, the School for Business, and the School for Public Affairs and Administration.



## Connect with Us

Stay informed about important deadlines and learn how to enroll in this program.

[admissions@mcny.edu](mailto:admissions@mcny.edu)  
[mcny.edu/contact](http://mcny.edu/contact)

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[mcny.edu/events](http://mcny.edu/events)

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[mcny.edu/apply](http://mcny.edu/apply)

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