Media Entrepreneurialism

Director, School of Journalism and Mass Communication

• David Ryfe

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Undergraduate certificate: media entrepreneurialism

The Certificate in Media Entrepreneurialism prepares students to succeed in the fast changing world of mass communication. Opportunities exist for students to invent new revenue streams or business models for media companies, to create new media products, to work as part of an innovation team for an established media company, or possibly build a new business.

Completion of the certificate encourages these student outcomes:

• an understanding of the principles of innovation and entrepreneurialism;
• an ability to adapt digital media technology to develop and enhance business goals;
• an ability to apply principles of innovation and entrepreneurialism to the business of media and digital media; and
• a facility toward innovating new forms of media content and distributing that content across different media platforms.

The Tippie College of Business and the School of Journalism and Mass Communication collaborate to offer the Certificate in Media Entrepreneurialism. The certificate is administered by the School of Journalism and Mass Communication.

Programs

Undergraduate Program of Study

Certificate

• Certificate in Media Entrepreneurialism