

# CLEARY UNDERGRADUATE PROGRAMS

## MEDIA PRODUCTION MANAGEMENT



Step into the dynamic world of media production with Cleary University's innovative BBA in Business Management, majoring in Media Production Management. As the digital landscape continues to evolve, the demand for skilled media professionals who can seamlessly blend creativity with strategic business acumen has never been higher. Our program is meticulously designed to provide you with the tools and knowledge needed to excel in this fast-paced industry. From the foundational principles of storytelling to the advanced techniques of media management, our curriculum offers a comprehensive education that prepares you for a successful career in media production.

At Cleary University, we understand that the future of media is not just about creating content, but also about effectively managing the entire production process. Our hands-on approach ensures that you gain practical experience with industry-relevant tools and technologies, while our expert faculty guide you through the complexities of media project management. Whether you are producing a marketing campaign, developing social media content, or managing a full-scale media project, our program equips you with the skills to innovate and lead in any media environment. Join us and transform your passion for media into a rewarding and influential career.

### Career opportunities available in Media Production

With a degree in Media Production Management from Cleary University, you'll be ready for a variety of exciting careers. As a Media Production Manager, you'll oversee media projects from start to finish, ensuring timely and high-quality delivery. As a Content Creator, you'll craft engaging content for TV, film, and digital platforms. Other opportunities include roles as a Social Media Strategist, crafting impactful campaigns; a Marketing Media Specialist, managing marketing materials; and a Digital Media Producer, leading multimedia projects. These roles span various industries, offering ample opportunities for growth and specialization.

### The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following:

Critical Thinking

Leadership

Ethics

Creative Thinking

Persuasion

Problem Solving

Entrepreneurship

Communication

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they begin learning the attributes of The Cleary Mind™, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!



Year One		
Fall Semester		
ENG 1000	English Composition	3.0
PHL 1200	Critical Thinking in an Illogical World	3.0
BUS 1000	The Business of Environmental Sustainability	3.0
TCM 1000	Business Arts Immersion	3.0
<b>Total Semester Credits</b>		<b>12.0</b>

Spring Semester		
ENG 1100	Discourse and Delivery	3.0
ECO 1000	Economies and Economics I (Macroeconomics)	3.0
GE HCC	Human Civilization, Legacy and Creation Course	3.0
QLR 1000	Data Foundations	3.0
GE ELE	General Education Elective Course^	3.0
<b>Total Semester Credits</b>		<b>15.00</b>

Year Two		
Fall Semester		
COM 1400	Speak Up!	3.0
ECO 2000	Economies and Economics II (Microeconomics)	3.0
ACC 1000	Principles of Accounting and Economic Renaissance I	3.0
MKT 2100	Transformational Marketing	3.0
GE ELE	General Education Elective Course^	3.0
<b>Total Semester Credits</b>		<b>15.0</b>

Spring Semester		
LAW 2900	Business Law	3.0
HRM 2800	How We Work Together	3.0
ACC 2000	Financial and Managerial Accounting for Sustainability	3.0
OPM 2000	How the Operation Works	3.0
GE PDW	Perspective on a Diverse World Course	3.0
CAR 1050	Navigating Academic and Life Challenges^^	1.0
<b>Total Semester Credits</b>		<b>16.0</b>

Year Three		
Fall Semester		
COM 3100	Communicating to a Shrinking World	3.0
MGT 3400	Managing Projects and Processes in Organizations	3.0
DMA 4200	Data Analysis in Business	3.0
MKT 3000	Transactional Marketing	3.0
ELE	Elective Course**	3.0
<b>Total Semester Credits</b>		<b>15.0</b>

Spring Semester		
BUS 3500	Strategic Thinking from the Inside Out	3.0
HUM 3250	Cross-Cultural Diversity	3.0
COM 3600	Storytelling for Professional Communications	3.0
BUS 4200	Successful Negotiation Skills	3.0
GE NPW	Observation and Analysis of the Natural and Physical World Course	3.0
ELE	Elective Course^^^	1.0
<b>Total Semester Credits</b>		<b>16.0</b>

Year Four		
Fall Semester		
LED 4010	Leadership Theories and Applications	3.0
MGT 4071	Organizational Behavior**	3.0
COM 3650	Fundamentals of Media Production	3.0
COM 4600	Media Production Management	3.0
ELE	Elective Course**	3.0
CAR 3050	Navigating Future Career and Life Challenges^^	1.0
<b>Total Semester Credits</b>		<b>16.0</b>

Spring Semester		
PHL 4900	The Social Contract	3.0
LED 4900	Leadership Seminar	3.0
COM 4650	Applications of Media Production in Marketing and Social Media	3.0
COM 4675	Gamified Media	3.0
ELE	Elective Course**	3.0
<b>Total Semester Credits</b>		<b>15.0</b>
<b>Total Program Credits</b>		<b>120.0</b>

**All Students (See the Cleary University Catalog for further details)**

\*Students receiving transfer or prior learning credits may alter this curriculum pathway.

\*\*Required or elective course may be taken at the graduate level if a student plans to pursue a Cleary University graduate program.

**Non-traditional Students (See the Cleary University Catalog for further details)**

^Non-traditional students take LED 3010 Leadership Applications and PLA 4900 Academic Portfolio Assessment instead of the two General Education Elective Courses.

^^Non-traditional students do not take CAR 1050 and CAR 3050.

^^^Non-traditional students take a 3.0 credit Elective Course instead of the 1.0 credit Elective Course.