

MANAGEMENT OF CREATIVE INDUSTRIES CERTIFICATE

<https://communication.northwestern.edu/academics/communication-studies/undergraduate-programs/mci-certificate.html>

All Northwestern undergraduate students are eligible to apply to the Management of Creative Industries Certificate program. Visit the School of Communication's MCI webpage for more details.

Certificate coursework must include at least 4 units that are NOT counted toward a student's major, minor, or other certificate requirements. However, certificate coursework may count toward distribution or elective requirements.

Students are required to have a combined 3.0 average among all Certificate Program prerequisite courses in order to be eligible for application. It is acceptable to receive below a "B" in any individual prerequisite course, but the average of these courses must be 3.0 or higher to be considered for admission. Certificate Program students will typically receive a "B" or better in their prerequisite and related courses, and courses used toward the certificate may not be taken P/N.

Certificate Requirements (9 units)

Prerequisites (3 units)

All prerequisites must be completed prior to enrollment in MCI 301-0. However, one prerequisite may be taken during the Fall quarter that the student applies to the program.

Course	Title
ECON 202-0	Introduction to Microeconomics
<i>One of the following statistic courses, or AP credit equivalent</i>	
STAT 202-0	Introduction to Statistics and Data Science
or STAT 210-0	Introduction to Probability and Statistics
or STAT 232-0	Applied Statistics
<i>One of the following communication studies courses ¹</i>	
COMM_ST 274-0	Power in Entertainment
or COMM_ST 295-0	Topics in Communication Studies

¹ For COMM_ST 295-0, only topics approved by the Program may be used.

Core Courses (4 units)

Course	Title
MCI 301-0	Accounting and Finance in Creative Industries
MCI 302-0	Business Strategy in the Creative Industries
MCI 303-0	Marketing Management in Creative Industries
MCI 304-0	Leadership in Creative Organizations

Electives (2 units)

Two electives from the list below. Additional courses may count toward electives pending approval by the Program.

Course	Title
COMM_ST 302-0	Law of the Creative Process
COMM_ST 352-0	Social Network Analysis (cross listed with COMP_SCI 341-0 and IEMS 341-0)
COMM_ST 370-0	Ethnographies of Culture
COMM_ST 372-0	Creativity in Context
COMM_ST 374-0	Interactive Museum Exhibit Design

COMM_ST 375-0	The Sociology of Online News
COMM_ST 376-0	Contemporary Television
COMM_ST 377-0	Communication, Innovation and Leadership
COMM_ST 392-0	Global Culture, Commerce and Communication
RTVF 298-0	Studies in Media Topics (select topics as approved by the Program)
RTVF 314-0	History of the Recording Industry
RTVF 316-0	Media and Cultural Theory
RTVF 321-0	Radio/Tv/Film Authorship
RTVF 330-0	Culture Industries
RTVF 353-0	Film, Media, and Globalization
THEATRE 392-0	Advanced Stage Management
THEATRE 396-0	Theatre Management and Arts Leadership