



Postgraduate Diploma in Media Management (PDMM) OVERVIEW

The Postgraduate Diploma in Media Management (PDMM) is designed to prepare recent graduates and working professionals to fast track their careers to management positions in the media industry.

Our intensive full-time programme and online/distance programmes aim to equip tomorrow's media leaders with the skills and knowledge they need to lead innovative media organisations as these grapple with the challenges and opportunities presented by new technologies.

The course addresses key issues confronting media managers including questions relating to, among others, the impact of new technologies on traditional media, the critical role of leadership, managing people in changing times, understanding media markets and making creative content decisions. The course also introduces students to the fundamentals of media economics, human resource management and distribution strategies.

Primarily designed as a professionally-orientated qualification, the PDMM's location on the same level as an honours degree on the South African National Qualifications Framework means it can also provide a stepping stone to a masters-level qualification.

Modules:

- Media Management Contexts, Policy and Institutions
- Media Management and Leadership
- Managing Markets, Audiences and Advertising
- Financial Management and Media Economics
- Human Resources Management
- Managing Media Content
- Media Distribution and Circulation
- New Media Convergence

Entrance Requirements:

Full-time Postgraduate Programme:

Applicants should ideally have completed an undergraduate degree from a recognised university. Experienced media practitioners with diplomas in journalism or mass communication studies will also be considered.

Online/Distance Postgraduate Programme:

An undergraduate degree in any discipline. Consideration will be given to admit students based on the Recognition of Prior Learning (RPL) provided that these students have been in the media industry for at least five years and have a diploma and/or advanced certificate in a cognate discipline (e.g. Diploma in Journalism or Advanced Certificate in Marketing and Communications).

How to Apply for PDMM:

If you wish to apply for the Post Graduate Diploma in Media Management and you are NOT currently registered at Rhodes University, please complete and sign the form labelled **Application for Admission: Honours and Post Graduate Diplomas (External Applicants)** and the **PDMM Additional Form**. Together with these forms you will need to submit your CV, academic transcript & letter of motivation (500 –1000 words) on why you would like to do this course. Please read the Checklist section on the '**Application For Admission**' forms carefully to ensure that your application is processed.

Once your application has been received with all the necessary documentation it will go through the selection process and you will be informed if you have been accepted on the course. (Selection process starts early November).

Application forms should be sent to:

*Student Administration
The Registrars Division
Rhodes University P O Box 94
Grahamstown
6140 South Africa*

Course Fees:

Course fees for 2021 will be decided by the University Senate in November.

Closing Dates:

The closing date for South African-based students is 15 January 2021; for external candidates the closing date for applications is 11 December 2020.

Contact Information:

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