



# CLEARY UNDERGRADUATE PROGRAMS

## MEDIA PRODUCTION MANAGEMENT

Cleary University, in partnership with Wayne Media Group in Brighton, is excited to introduce our new BBA program with a major concentration in Media Production Management. This innovative program is designed to blend creativity with strategic business acumen, preparing you for a successful career in the ever-evolving media landscape.

### PROGRAM HIGHLIGHTS

**Hands-On Storytelling and Media Creation:** Gain practical experience in creating compelling audio and video content using industry-relevant tools and technologies in our state-of-the-art production studio located at the Howell Campus.

**Project Management:** Learn to manage media projects from inception to completion, ensuring high-quality and timely delivery.

**Comprehensive Curriculum:** Relevant and timely courses include Storytelling for Professional Communications, Fundamentals of Media Production, Media Production Management, Applications of Media Production in Marketing and Social Media, and Gamified Media.



### CAREER OPPORTUNITIES

Graduates of this program are prepared for a variety of exciting careers, including:

- Media Production Manager
- Content Creator for TV, Film, and Digital Platforms
- Social Media Strategist
- Marketing Media Specialist
- Digital Media Producer

**Talk with a member of the Cleary team about a major in Media Production Management! Call 800-686-1883 or email us at [admissions@cleary.edu](mailto:admissions@cleary.edu).**



## Cleary ranked #1 in Michigan for Return on Investment.

*According to data from The Foundation for Research on Equal Opportunity, students who earn their bachelor's degree in business from Cleary University earn an average of almost \$200,000 more in their lifetime than the school ranked second in the state.*

**CLEARY.EDU**  
**(800) 686-1883**