



Media Executive Leadership Program

July 19 to 30, 2010 • Northwestern University, Evanston, Illinois, USA

The Media Executive Leadership Program is a challenging two-week immersion into the challenges and opportunities facing today's media executives. Its focus is on innovation and strategic leadership. Participants will study the latest research on cultivating media audiences, promoting organizational change, and identifying opportunities for dynamic growth. They will also be given the practical skill sets to evaluate, plan, innovate and lead. The goal of the Media Executive Leadership Program is for each participant to leave the seminar with a custom-designed strategy for the future.

The Media Executive Leadership Program differs from other executive education seminars in that it is specifically designed for the media industry. It is offered by the Northwestern University's Media Management Center, which has over twenty years of experience in teaching thousands of successful media executives from around the world to lead and to innovate. The curriculum includes:

- Tools and research on market analysis
- Strategic planning
- Financial analysis and accounting
- Negotiations
- Frameworks for decision making
- Innovation strategies
- Mergers, acquisitions, and strategic alliances
- Building brands
- Talent development and workforce culture change
- Presentation and teambuilding skills

The Media Executive Leadership Program will be taught by the directors and associates of the Media Management Center and by the faculties of Northwestern University's Kellogg School of Management and Medill School of Journalism and Integrated Marketing. The program uses a team-based, interactive learning approach. Participants are expected to share their expertise and experience, and theories and skills learned in class are reinforced by real-world simulations and case studies.

Who should apply?

This program is designed for newspaper, magazine, television, radio, advertising, interactive, new media, and digital executives who are leaders of their organizations or have been identified as future leaders. To maximize the experience and expertise in a class, the Center tries to attract participants from diverse backgrounds and job functions and different types of media companies. The Center also encourages international participation in its programs; typically 30 percent of a class comes from outside the U.S.A.

Location, Fees, and Application

The 2010 session of the Media Executive Leadership Program will cover 12 days, from July 19 to 30, including the weekend. Participants will work and stay at the James Allen Center on the Northwestern University campus in Evanston, Illinois. Evanston is directly north of Chicago.

The cost of the program is \$11,400. This includes tuition, materials, lodging and most meals.

Applications for the seminar can be found at www.MediaManagementCenter.org/melp/melp.asp.

For more information, contact Mike Smith, Executive Director, Media Management Center
847.467.2065, m-smith3@northwestern.edu