



Certificate in Media Enterprise (CME)

PROGRAMME CALENDAR MARCH - JUNE 2010

The **Certificate in Media Enterprise (CME)** is a programme of SMC designed to equip participants with the entrepreneurial spirit and leadership ability required to turn a creative idea into a successful business venture.

The programme will also help practitioners in the media industry improve their management skills so that they can effectively manage the growth of their enterprises

MODULES

- Culture, Society & the Media
- Self Management Skills
- Professional Ethics
- Policies, Taxation and Regulations
- Media Laws in Nigeria
- Advanced Language Skills
- Effective Corporate Communication
- Leadership Strategies
- Marketing and Advertising
- Creativity and Innovation
- Strategies for Growth
- Financial Management and Analysis
- Creative Writing
- Creative Design and New Media
- Preparing a Business Plan



Programme Calendar

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JUNE

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

■ Classroom sessions

Course Fee

N375,000 per participant payable in full on application.
This fee covers all course materials, Tea and Lunch.

Venue

Pan-African University,
Victoria Island Campus,
2, Ahmed Onibudo Street,
Victoria Island, Lagos.

www.smc.edu.ng

Supported by:

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