School of Public Policy and Management

Master’s Degree Programs

October 23, 2014

MSPPM – Public Policy and Management
MPM – Public Management
MSHCPM – Health Care Policy and Management
MAM – Arts Management
MEIM – Entertainment Industry Management
About Carnegie Mellon and Heinz College...

Main campus in Pittsburgh, Pennsylvania

12,000 students at CMU

1,400 students at Heinz College

- Other locations: Australia, DC, LA

Interdisciplinary strengths

- Computer science and engineering
- Management and policy
- Data analytics
- Visual and performing arts
Heinz College Master’s Programs

School of Public Policy & Management
- Arts Management
- Entertainment Industry Management
- Health Care Policy and Management
- Public Policy and Management
- Public Management
- Medical Management

School of Information Systems & Management
- Information Systems Management
- Information Security Policy and Management
- Information Technology

Heinz-Australia
- Information Technology
- Public Policy and Management
The core of all programs...
Core classes common to all Heinz degrees...

Finance
Economics
Statistics
Organizational Management
Strategic Presentation Skills
Strategic Writing Skills
Information Technology
Management Science
Outside of the Classroom: Professional development opportunities

Career Services
Internships
Networking Events
Systems Synthesis Project
Case Competitions
Heinz Student Organizations
Conference Funding
Alumni Mentor Program

Heinz MSHCPM Students Win Rutgers BioPharma Case Competition

Heinz College Career Services
Guest lecturers share expertise with students.

*American Economic Policy at a Crossroads: The View from the West Wing*

**Gene Sperling**, Director of the National Economic Council

*Protecting U.S. Intellectual Property: A View from the Front Lines*

**Victoria A. Espinel**, U.S. Intellectual Property Enforcement Coordinator, Executive Office of the President

*Accessibility and Inclusion in the Arts: Strategies for Change*

**Diane Nutting**, Director of Access and Inclusion for Imagination Stage in Bethesda, Maryland, and co-chair of the 2013 American Alliance for Theatre and Education National Conference

*Health Care Policy for a Changing Country*

**Mark Doms**, Under Secretary for Economic Affairs, U.S. Department of Commerce

[http://www.heinz.cmu.edu/academic-resources/lectures-presentations/index.aspx](http://www.heinz.cmu.edu/academic-resources/lectures-presentations/index.aspx)
School of Public Policy and Management

Helping Diverse Students become Professionals

Liberal Arts
Science
Engineering
Arts
Economics
Business

Hamburg Hall

Policy and/or Management Professionals
School of Public Policy and Management

Public Policy & Management
MS- Public Policy & Management*
Master of Public Management**

Health Care Policy & Management
MS- Health Care Policy & Management *
Master of Medical Management**

Arts & Entertainment
Master of Arts Management *
Master of Entertainment Industry Management

* Dual degree options available
** Part-time study available

Consistently ranked in the top 10 among schools of public affairs
**Policy and Management Degrees:**

MS- Public Policy & Management (NO prior work experience required)
Master of Public Management (3+ years prior experience required)

**Industries/Employers**

- **Public Sector**
  - Federal, State & Local Governments

- **Private/ interface**
  - Consulting Firms
  - Banking
  - Other Fortune 500 Companies

- **NPOs and NGOs**
  - UN, World Bank, IMF, Health, Education, Human Services, Think Tanks/ Research

Common undergrad majors: political science, business, economics
### MSPPM: Find your fit. Choose your path.

<table>
<thead>
<tr>
<th>Program</th>
<th>Location</th>
<th>Duration</th>
<th>Internship Required?</th>
<th>Elective Areas Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>PITTSBURGH</td>
<td>~75 students/year</td>
<td>YES</td>
<td>8 PRE-DEFINED AREAS</td>
</tr>
<tr>
<td>3 semester *</td>
<td>PITTSBURGH</td>
<td>~10 students/year</td>
<td>NO</td>
<td>8 PRE-DEFINED AREAS</td>
</tr>
<tr>
<td>Data Analytics</td>
<td>PITTSBURGH</td>
<td>~10 students/year</td>
<td>YES</td>
<td>DATA ANALYTICS</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>PITTSBURGH</td>
<td>~25 students/year</td>
<td>YES</td>
<td>POLICY ANALYSIS</td>
</tr>
<tr>
<td>Global</td>
<td>PITTSBURGH</td>
<td>~5 students/year</td>
<td>YES</td>
<td>8 PRE-DEFINED AREAS</td>
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</table>
Health Care Policy and Management Degrees:
MS- Health Care Policy & Management (25-30 students/ year)
- Common undergrad majors: STEM-related, economics, political science

Master of Medical Management*

MSHCPM Job Titles
Administrative Fellow, Analyst, Associate, Consultant, MD/Medical Student, Senior Analyst, Sr. Consultant

MSHCPM Employers
Triage Consulting Group, The Mitre Corporation – CTH, Deloitte, Booz Allen Hamilton, Partners Health Care, Advisory Board Company, Mount Carmel Health System, UPMC – Children’s Hospital, UPMC – Physician’s Services, Med Assurant

MMM alumni fill executive leadership positions in hospitals, medical systems, health insurance organizations, and private individual/group practices.

*MMM applicants must have MD, DO or equivalent.
Arts and Entertainment Degrees

Common undergrad majors: visual and performing arts or in many other liberal arts and humanities

Master of Arts Management
- 30 students/ incoming class

Master of Entertainment Industry Management
- 25 students/ incoming class (Year 1= Pittsburgh. Year 2= Los Angeles with 4 days of FTE industry internship)

Job Titles

Account Manager - Agency Assistant - Assistant Production Coordinator - Assistant to SVP of Alternative Programming Coordinator - Worldwide Digital Marketing - Executive Assistant Experiential Marketing Specialist - Film Research Coordinator Operations Coordinator - Production Assistant – Booking Agent - Capital Campaign Assistant - Company Manager - Editor/Price Database Department - Engagement - General Manager - Grants Writer - Management Development - Manager of Marketing & Community - Managing Director/Price Database Department - Engagement - General Manager - Grants Writer - Management Development - Manager of Marketing & Community - Marketing Associate Strategic Communications Specialist

Non Profits Arts Orgs
Foundations
TV/Movie Studios
Screen-Based Media Co’s
## School of PPM Starting Salaries*

<table>
<thead>
<tr>
<th>Program</th>
<th>Starting Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy and Management</td>
<td>$71,320</td>
</tr>
<tr>
<td>Arts Management</td>
<td>$45,296</td>
</tr>
<tr>
<td>Entertainment Industry Management</td>
<td>$40,262</td>
</tr>
<tr>
<td>Health Care Policy Management</td>
<td>$67,291</td>
</tr>
</tbody>
</table>

*Average starting salaries in USD; varies by sector, previous experience and country. Data based on survey responses submitted by alumni in recent graduating classes.*
Admissions and Financial Aid
Characteristics of Successful Applicants

- Commitment, leadership
- Clearly defined goals for graduate education
- Relevant experience, education
- Competitive test scores
- Demonstrated potential for academic success
Apply online – Application deadline January 10

- https://app.applyyourself.com/?id=cmu-spp
- Three (3) letters of recommendation
- Official transcripts
- Official GRE or GMAT scores (where required)
- Official TOEFL or IELTS score (where required)
- Resume
- Written Essay
- Video Essay (optional but highly recommended)
- Interviews (optional unless requested by committee)
There are many opportunities for scholarship.

*Students are considered for all available scholarship*

*No separate application required*

- Merit-based scholarships
- Organizational partner scholarships
- Employment-based scholarships (MPM)
- U.S. Military – active duty and veteran scholarships
- Scholarship decision is included with the admission decision
How to finance your graduate education

• Join us online *next month* for an overview from our financial aid office:

  • *US Citizens and Permanent residents*: Nov 12, 12:00pm  
    ([click to RSVP](#))

  • *International Students*: Nov 11, 10:00am  
    ([click to RSVP](#))
Continue the Conversation

- Fall Visitation, Pittsburgh campus
  - November 14-15, 2014 (RSVP at link above)
- MSPPM – specific information session in Washington D.C.
  - How to stand out in your application to policy school
  - October 30, 2014 in Washington D.C. (RSVP at link above)
- Individualized visits to campus
- Connect with current students/alumni
- Program-Specific Online Information Sessions
  - Week of November 17-21, 2014 (RSVP at link above)
Application Deadline: January 10

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