

EMORY UNIVERSITY

CONCENTRATION IN FILM AND MEDIA MANAGEMENT



Dr. Bernstein and graduating concentration seniors visit the production offices of MENA with director Doug Liman and star Tom Cruise



EMORY
UNIVERSITY

**Department of Film
and Media Studies**

College of Arts and Sciences



EMORY

**GOIZUETA
BUSINESS
SCHOOL**

APPLICATION 2018-19

Concentration in Film and Media Management

The concentration in film and media management is a collaborative effort between the Department of Film and Media Studies in Emory College and the Goizueta Business School BBA Program. This integrated set of curricular offerings provides knowledge, hands-on skills, and industry experiences for BA and BBA students interested in pursuing film and media as a postgraduate or professional option.

Participation in the concentration is limited to BBA students and Film and Media Studies students with a serious interest in working in film and entertainment. During the junior and senior year, in addition to pursuing their own majors, students admitted to the concentration complete two core courses in the non-major program, two electives from a list of relevant choices, and one senior capstone. Additional seminars, networking events, industry speakers, and professional opportunities augment the resources available to concentration students.

Requirements for Concentration

CORE

JUNIOR YEAR

Film Core for BBA students

FILM 270 Introduction to Film

FILM 372 History of Film since 1954

BBA Core for Film and Media Studies Majors (choose 2 of the following)

FIN 220 Finance for Non-business Students

MKT 340 Marketing Management

OAM 330 Organization and Management

ELECTIVES

JUNIOR or SENIOR YEAR

2 Electives from a list including but not limited to the following. At least one of these electives must be in the program that is not the student's own School of enrollment.

- FILM 356 History of American Television
 - FILM 376 Narrative Fiction Filmmaking
 - FILM 377 Narrative Filmmaking II
 - FILM 403 The Biz: American Film and TV Industries
 - FIN 321 Finance and Economics of the Film Industry
 - ISOM 450 Foundations of Digital Enterprises and Markets
 - MKT 342 Market Intelligence and Customer Insights (must have completed a statistics class)
 - MKT 343 Digital Marketing & Social Media Strategy
 - MKT 441 Ideation
 - MKT 446 Advertising & Marketing Communications
 - OAM 335 Strategies for Entertainment & Media
 - OAM 432 Negotiations
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CAPSTONE CORE

SENIOR YEAR

FILM 407 Content Creation: Seminar for Producers and Directors

CO-CURRICULAR ACTIVITIES (optional)

- LA Trek
- Internships
- BUS 480G Entertainment Management Senior Seminar

Application Checklist

- A completed application.
- A short (300- 500 word) statement of purpose as requested below
- A resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in film and media management
- Following receipt of your file, we will contact select candidates to schedule a short interview with a member of the selection committee
- Optional supplementary information may be included as follows:
 - A reel or link to media content you have created
 - One completed recommendation form from someone in a capacity to provide insights with respect to your fit for this concentration

Transcripts

By completing this application, you are granting us the right to access your Emory transcript. **You do not need to submit this material.**

Short Statement of Purpose

On a separate sheet of paper, provide a statement of purpose as outlined below. Please limit your typed response to 300-500 words

Explain how you believe that completion of the film and media management concentration will assist you in achieving your intellectual and professional goals. In your response, please describe the particular skills and talents you will be bringing to the concentration and those you hope to acquire.

Resume

Please include a resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in film and media management. In the case of extracurricular and community activities, include years involved and offices held

Deadline

Admission deadlines for the Concentration are rolling, but we recommend students submit their applications no later than October 1 or February 15 to receive notification prior to pre-registration. Students should apply no later than the first semester of the junior year but are highly encouraged to apply in the semester preceding the junior year. Capacity in the concentration is limited by both qualifications and space availability

Completed application should be sent to:
Film and Media Management Concentration
Care of: BBA Program
Goizueta Business School
1300 Clifton Road
Emory University
Atlanta, GA 30322

***Please note that you can submit the paper application below, or alternatively submit an online application. The online application can be found at:**

<https://mbaadmissions.emory.edu/apply/?sr=29b673e2-bca6-4855-ae31-fc4c41fb6111>

RECOMMENDATION FORM*

*(Submission of a recommendation is highly encouraged)

Film and Media Management Concentration

Care of: Bachelor of Business Administration Program, Goizueta Business School,
Emory University, Atlanta, GA 30322

TO BE COMPLETED BY STUDENT

Please fill in your name and address below, sign, and give this form to the individual you have chosen to write on your behalf. The recommender should complete this form and return it to you in a sealed envelope signed across the flap.

APPLICANT'S WAIVER OF RIGHT TO ACCESS TO CONFIDENTIAL STATEMENT

Name of Applicant: _____
Last First Middle

Address: _____

I hereby freely and voluntarily waive my right to any information contained in this recommendation and agree that the statement shall remain confidential.

Date Signature of Applicant

TO THE RECOMMENDER

The Concentration in film and media management is a collaboration between the department of Film and Media Studies in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and Film and Media Studies students with a serious interest in working in film and entertainment.

This concentration provides knowledge, competencies and experiences for students interested in pursuing careers in the film and media industries. BBA students who complete this concentration will acquire grounding that will enable them to understand film and media in its historical and contemporary context as an evolving narrative form. Film or Media Studies students who complete this concentration will acquire grounding that will enable them to understand the infrastructure and market mechanisms that support the creation and distribution of media content. All students will have the opportunity to pursue industry-related electives drawn from business and film disciplines. Finally, students will participate in a capstone course that will give them the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

Recommendations are used for selection purposes only and do not become part of any record file upon a student's inclusion in the program. Therefore, recommendations are not subject to the provisions of the Family Educational Rights and Privacy Act of 1974.

After completing this form, please sign it and place it in an envelope. Seal the envelope, sign it across the flap, and then return it to the applicant who will submit the sealed envelope along with his/her application. Please type or print neatly.

How long have you known the applicant and in what capacity?

Please turn sheet over

Please give us your appraisal of the applicant relative to his or her peer group across the following criteria

Passion for film and media industry	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Creativity or capacity for innovative problem-solving	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Ability to accomplish self-directed tasks	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Degree to which applicant displays capacity to make meaningful contributions to projects	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Communication skills	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Maturity	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Motivation and enthusiasm	Exceptional	Above Average	Average	Below Average	Unable to Assess
Comments:					

Overall assessment of candidate's fit for and ability to gain value from a concentration in Film and Media Management

___ Strongly recommend ___ Recommend ___ Recommend with reservations ___ Do not recommend

Name and title of recommender _____

Institution _____ Email _____

Signature _____ Date _____

Thank you for your time.

Emory University is committed to a policy of nondiscrimination on the basis of race, color, national origin, religion, sex, sexual orientation, age, handicap, or veteran status.