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

The film and media management concentration is open by application to business school and Emory College students majoring in film studies. 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 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

**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
Applications will be considered each semester. 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
Application for Film and Media Management Concentration

Please type or print clearly in ink. No pencil please.

Full Legal Name: ____________________________________________
                        Last         First         Middle         Suffix (Jr., III, etc.)

Preferred name: ____________________________________________

Emory ID Number: _____________________________  Expected Graduation: _____________________

E-mail address: _________________________________   Cell Phone Number:_______________________

Address Information
Temporary Address (Oxford P.O. Box)

<table>
<thead>
<tr>
<th>Street</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
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Permanent Home Address:

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<tr>
<th>Street</th>
<th>City</th>
<th>State</th>
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Enrollment
___ Current Film studies major
___ Pending declaration of Film studies major
___ Current BBA Student
___ BBA Applicant

Students accepted to the concentration must be admitted to the BBA Program or declare a Film Studies major. Participation is strictly limited to BBA students or Emory College students who are film studies majors. The film studies concentration will be awarded only to those participants who successfully complete a major in Film Studies or the requirements for BBA degree. Continuation in the concentration is contingent upon acceptable standards of academic and professional performance in a team-based and applied setting.

Personal Information
The information requested below is voluntary and refusal to provide it will not subject you to any adverse treatment. It will be kept confidential and will be used only in accordance with Title IV of the Civil Rights Act of 1964.

Sex: Male ___ Female ___

Race/Ethnic Category:
___ American Indian or Alaskan Native
___ Black, not of Hispanic Origin
___ White, not of Hispanic Origin
___ Asian or Pacific Islander
___ Hispanic
___ Other __________________________

Citizenship__________

Country

Conduct Issues
___ Check here if you have any court convictions other than parking violations.*
___ Check here if you have ever been subject to any school-related disciplinary action for violation of school rules, misconduct, conduct infraction, academic dishonesty or otherwise.*

*Please attach a separate sheet to explain.
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: ____________________________________________________________

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<th>First</th>
<th>Middle</th>
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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 students who are film studies majors.

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 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

<table>
<thead>
<tr>
<th>Passion for film and media industry</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<td>Comments:</td>
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<th>Creativity or capacity for innovative problem-solving</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Ability to accomplish self-directed tasks</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Degree to which applicant displays capacity to make meaningful contributions to projects</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Communication skills</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<tr>
<th>Maturity</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<tr>
<th>Motivation and enthusiasm</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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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.*