

EMORY UNIVERSITY

CONCENTRATION IN FILM AND MEDIA MANAGEMENT



Dr. Bernstein and graduating concentration seniors visit the production offices of AMERICAN MADE (2017) 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 2020-21

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 101 Introduction to Film

FILM 403 The Biz: American Film
and TV Industries

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 102 Introduction to TV and Digital Media
 - FILM 107 Introduction to Digital Video
 - FILM 202 Film History II
 - FILM 203 American Television History
 - FILM 212 Film Producing
 - FILM 355 Film, Media and Social Change
 - FILM 380 Video Games
 - FILM 404 Gender and Media
 - FIN 321 Finance and Economics of the Film Industry
 - ISOM 450 Foundations of Digital Enterprises & 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
- One completed recommendation form from someone in a capacity to provide insights with respect to your fit for this concentration (this is optional but highly encouraged)
- Optional supplementary information may be included: A reel or link to media content you have created

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.

Please attach three separate PDF documents: your completed application, your statement of purpose and your resume, along with the (optional) reel or link to media content you have created.

Please email to: concentration.applications@emory.edu

Application for Film and Media Management Concentration

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

Preferred Name: _____ Emory ID Number: _____

Expected Graduation: _____ E-mail address: _____ Cell #: _____

Address Information

Temporary Address (Oxford P.O. Box)

Street City State Zip

Permanent Home Address:

Street City State Zip

Enrollment

Current Film Studies major

Current Media Studies major (considered by exception only)

Pending declaration of Film Studies

Pending declaration of Media Studies (considered by exception only)

Current BBA student

BBA applicant

Students accepted to the concentration must be admitted to the BBA Program or declare a Film or Media Studies major. Participation is limited to BBA students and Film and Media Studies students with a serious interest in working in film and entertainment. The Film and Media Management Concentration will be awarded only to those participants who successfully complete a major in Film or Media 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

Asian or Pacific Islander

Black, not of Hispanic Origin

Hispanic

White, not of Hispanic Origin

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.*

PREFERRED (NOT REQUIRED) RECOMMENDATION FORM

Film and Media Management Concentration

Please email to: concentration.applications@emory.edu

TO BE COMPLETED BY STUDENT

Please fill in your name and address below, sign electronically, and email this form to the individual you have chosen to write on your behalf. The recommender should complete this form and return it via email to: concentration.applications@emory.edu

APPLICANT'S WAIVER OF RIGHT TO ACCESS TO CONFIDENTIAL STATEMENT

Name of Applicant: _____
Last First Middle

Address:

Street City State Zip

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 electronically and attach it to an email. Please send email to: concentration.applications@emory.edu

How long have you known the applicant and in what capacity? (Please attach additional pages if needed)

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
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Comments

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

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

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

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

Maturity	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Motivation and enthusiasm	Exceptional	Above Average	Average	Below Average	Unable to Assess
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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.