**Concentration in Film and Media Management**

The concentration in Film and Media Management is a collaborative effort between the Department of Film and Media 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 and media with a demonstrated interest in pursuing a career in the film and media industries. 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

**Film and Media Core for BBA students**

- FILM 101 Introduction to Film
- FILM 403 The Biz: American Film and TV Industries

**BBA Core for Film and Media majors (choose 2)**

- FIN 320 Corporate Finance
- MKT 340 Marketing Management
- OAM 330 Organization and Management

#### ELECTIVES

**Focus Electives offered through the Film and Media Department**

- FILM 102 Introduction to TV and Digital Media (*this course does not count as a concentration elective for Film & Media majors*)
- FILM 107 Introduction to Digital Video
- FILM 202 Film History II

**Concentration Electives offered through the BBA Program**

- FIN 321 Finance and Economics of the Film Industry
- ISOM 450 Foundations of Digital Enterprises & Markets
- MKT 339 Content Marketing
- 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

**Film 407 Content Creation: Seminar for Producers and Directors**

### Co-Curricular Activities

- LA Trek
- Atlanta Trek
- Internships

**Note:** Students who are matriculated in the Goizueta Business minor are not eligible to participate in the Film and Media Management Concentration. Students may pursue either a concentration OR a business minor, but not both.