

# 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 2021-22**

# Concentration in Film and Media

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The concentration in film and media 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

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### 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 and Media 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
- MKT 499R Content Marketing in the Digital Age
- 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
- Atlanta 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](mailto: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 and Media major

Pending declaration of Film and Media major

Current BBA student

BBA applicant

Students accepted to the concentration must be admitted to the BBA Program or a declared Film and Media major. Participation is limited to BBA students and Film and Media majors with a serious interest in working in film and media entertainment. The Film and Media Management Concentration will be awarded only to those participants who successfully complete a major in Film and Media or the requirements for a 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](mailto: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](mailto: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 in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and Film and Media majors with a serious interest in working in film and media 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 and Media majors 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](mailto: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.*