

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 (Junior Year)	
Film and Media Core for BBA students	BBA Core for Film and Media majors (choose 2)
1) FILM 101 Introduction to Film (<i>*see note below</i>) 2) Choose 1 of 3: <ul style="list-style-type: none"> • FILM 202: Film History II • FILM 203: American Television History • FILM 403 The Biz: American Film and TV Industries 	FIN 320 Corporate Finance MKT 340 Marketing Management OAM 330 Organization and Management
<i>*All BBA students must take the first core, Film 101: Introduction to Film. This course is additionally a prerequisite for the second core. Students may choose from FILM 202: Film History II, FILM 203: American Television History or FILM 403: The Biz to fulfill the second core. Additional course(s) taken beyond the one required from this list may serve as electives towards the concentration.</i>	

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.	
Concentration Electives offered through the Film and Media Department	
FILM 102 Introduction to TV and Digital Media (<i>this course does not count as a concentration elective for Film & Media majors</i>) FILM 107 Introduction to Digital Video FILM 202 Film History II FILM 203 American Television History FILM 212 Film Producing	FILM 255 Film, Media and Social Change (<i>*see note below</i>) FILM 280 Video Games FILM 385 Economics of TV Streaming (<i>*see note below</i>) FILM 403 The Biz: American Film and TV Industries (<i>this is an elective for Film & Media majors only</i>) FILM 404 Gender and Media (<i>*see note below</i>)
<i>*BBA students must take all pre-requisites for this course prior to enrolling in the course.</i>	
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 (<i>must have completed a statistics class</i>) 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

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.