

MASTER IN ENTERTAINMENT LEADERSHIP AND MANAGEMENT

Learning Outcomes

Upon completion of the MELM, students will be able to:

1. Demonstrate proficiency in the functional areas of business, such as finance and accounting, marketing, and organizational behavior, as well as the capacity to synthesize and apply this functional knowledge.
2. Analyze and organize proficient solutions for complex management problems in the entertainment industry and demonstrate logical reasoning and idea generation for making effective management decisions.
3. Explain the societal benefits of entertainment toward justice across environmental, economic, and social factors (e.g., gender, race/ethnicity, sexuality, nationality, income class, etc.).
4. Demonstrate proficiency with group dynamics, collaboration, interpersonal relations and leading individuals, teams, projects, and organizations.

Admission Requirements

Students will be expected to have a bachelor's degree. Some work experience or internship experience (for those applying straight from undergraduate degrees) will be expected. The admissions process to the Program will be coordinated within the University. Prospective students need to submit only one application to the LMU Graduate Division.

- A transcript documenting the bachelor's degree. Transcript/credit evaluation if students completed their post-secondary degree outside of the US.
- Current resume
- 1 personal statement
- 1 essay discussing diversity, equity, and inclusion in part of the applicant's professional or personal life
- 2 academic and/or professional letters of recommendation
- 1 personal video
- 1 personal interview, by invitation only
- TOEFL score for international students
- GRE or GMAT for applicants with a GPA below 3.0

Accelerated 4+1 Option for LMU Students

The Bachelor's/Masters Entertainment Leadership and Management (MELM) provides the opportunity for LMU students to complete a bachelor's degree and Masters MELM in five years with a total of 146-150 units by double-counting six (6) units in the bachelor's degree and MELM graduate level courses.

Admissions Criteria for the Accelerated (4+1) Bachelor's/Master's Program: Undergraduate LMU majors may apply to the Accelerated (4+1) Bachelor's/Masters MELM Program after they reach junior standing and

have completed 75 units or more of undergraduate coursework with an overall GPA of at least 3.25 for courses taken to date.

Current Resume

- 1 Personal Statement discussing why MELM fits into applicant's professional development and goals (1 – 2 pages)
- 2 academic and/or professional letters of recommendation
- A personal interview, by invitation only

Requirements

The goal of the Master in Entertainment Leadership and Management is to reflect LMU's mission by developing socially responsible and diverse leaders in the entertainment industry. It requires 30 semester credit hours, which includes 21 hours of core courses, and 9 hours of elective courses.

Code	Title	Semester Hours
School of Film and Television		
FTVA 598	Special Studies (Introduction to Creative & Entertainment Industries)	3
PROD 639	Producing Master Class	3
SCWR 685	The Business of Entertainment	3
College of Business Administration		
BADM 605	Management and Organizational Behavior	3
BADM 6081		3
BADM 606	Marketing Management	3
Interfield Course		
ENLM 6000		3
Elective Courses		
Select 9 semester hours from the following:		9
SCWR 635	Advanced Motion Picture Script Analysis	
PROD 633	Developing, Selling, and Monetizing Digital Content	
PROD 635	Film and Television Development	
PROD 685	Advanced Production Seminar	
MBAE 601	The Legal and Ethical Environment of Business	
	or BADM 601The Legal and Ethical Environment of Business	
MBAG 647	International Marketing	
MBAC 662	Product and Brand Management	
MBAH 620	Entrepreneurial Finance	
	or MBAF 620Entrepreneurial Finance	
MBAH 611	New Venture Creation	
ENSI 6204	Growth Marketing, Analytics, and Sales	
ENSI 6205	Entrepreneurial Law	
Total Semester Hours		30

Academic Plan

The Master in Entertainment Leadership and Management offers two plans to complete the program in either one year or two, two-year academic plan TBA.

Full Time, One-Year Plan

Course	Title	Semester Hours
Year 1		
Fall		
FTVA 598	Special Studies (Introduction to Creative and Entertainment Industries)	3
SCWR 685	The Business of Entertainment	3
BADM 605	Management and Organizational Behavior	3
BADM 606	Marketing Management	3
Semester Hours		12
Spring		
PROD 639	Producing Master Class	3
BADM 6081		3
Electives		3
Electives		3
Semester Hours		12
Summer		
ENLM 6000		3
Electives		3
Semester Hours		6
Minimum Semester Hours		30