



Prospective Student Chat - Entertainment, Media, Technology
November 9, 2011
12:00 - 1:00 p.m.

- admissions_moderator2(P) Hi everyone, you can begin to ask questions!
- Javed(Q) **I wanted to know when does the EMT specialization begin in the program? Is it after the first two semesters?**
- mba_rob(A) Hi Javed. The vast majority of students start taking electives during their second semester. You can start taking EMT electives then and then throughout your second year.
- scott5986(Q) **What are some companies and positions that might recruit an Entertainment-Media specialization graduate?**
- mba_rob(A) It varies quite a lot. I think we had EMT people in marketing, finance, internal strategy, etc. I was in business development, which is also fairly popular. In terms of companies, the big entertainment companies are fairly common. I was at NBC Universal, and a number of my friends here were at Sony Music, Disney, the big sports networks, etc. There's also the more techy side with Google, Yahoo, AOL, and startups.
- julieimhoff(Q) **With being an EMT student, what specific careers are you looking to go into?**
- mba_rob(A) I think marketing, business development, and internal strategy at tech/media companies are the most popular types of roles. I was in business development for my internship and really enjoyed that type of work.
- leigh.friedman(Q) **I currently work in entertainment/sports and plan to continue post-MBA. Do you have any thoughts you can share as I decide on part-time vs. full-time?**
- mba_rob(A) It's a big decision. If you want to stay at your current company (and your company is willing to give you an appropriate position once you get the MBA under your belt), then the part time program is nice because you can stay with your current job. I'm a bit of a career switcher, so the full time program was the clear choice for me.
- JLosben(Q) **I heard the recruitment process is different for people in EMT as opposed to finance. Can you tell me a little bit more about that?**
- mba_rob(A) Yes, it's quite different. Most of the MBAs in traditional fields like finance and management consulting tend to focus their recruiting efforts in the fall, and they have their offers by early spring. Most EMT recruiting happens much closer to your start date because that's when those types of firms are looking to hire people. There's also more off campus EMT recruiting. For example, I got my NBC internship from a job posting at Stern, but I only had 1 interview at the NBC office and got my offer by the end of the week.
- alywill(Q) **mba_rob: did you ever consider the dual mba/mfa program?**



- mba_rob(A) I didn't because I see myself less on the creative side and more on the business side, but my classmates doing that program seem to really enjoy it. It's fairly intense from what I hear - you do a lot of production work.
- olufemi(Q) Hello, I'm a career switcher with the intention of having a multi-focused MBA program - what would you say is NYU's strength? Finance, Consulting, etc.?
- mba_rob(A) Stern is strong in many areas- not just finance and consulting. We have excellent programs in entrepreneurship, marketing (including digital and luxury), and social enterprise, to name a few.
- caitmur(Q) What are some specific things you do (job function) in a business development role in a media company after the EMT MBA?
- mba_rob(A) Business development is very different from company to company, but the focus is usually on deal making. Over the summer I was working about 50% on an internal project to build a new business unit, about 30% on some online gaming projects, and about 20% on "miscellaneous." Toward that 20%, part of my job was literally reading tech blogs and coming up with creative ideas of working with new technologies.
- LZimmer(Q) How does Stern differentiate itself from other schools with a EMT focus - such as UCLA Anderson?
- mba_rob(A) The New York tie in is very big. We send a fair number of people to LA, but we have tons of people in companies with big New York offices (NBC and Sony spring to mind). We also have very strong marketing and finance programs, so people use that as a selling point in recruiting.
- ankit(Q) Which companies recruit from campus for a career in film production/ talent management?
- mba_rob(A) I wasn't focused on that area, so I'm not really the best person to answer. In the past we've had people work for big name producers directly. The LA entertainment roles also tend to be a bit more production focused.
- julieimhoff(Q) I know that you can have more than one specialization. Do most EMT students have the same secondary specialization or does it tend to be pretty
- mba_rob(A) Many, many people specialize in strategy, finance, and/or marketing in addition to EMT. We also have some other specializations that fit well with EMT. It's fairly easy to switch up your specializations after your first year, so most people focus on the things that they enjoyed during their internship.
- scott5986(Q) What type of content is taught in the EMT curriculum that can prepare students to go into this industry?



- mba_rob(A) We have a lot of practitioners teaching EMT classes, which is great in terms of getting exposure to what's happening in the industry. For example, I'm taking New Media in Marketing this semester which is taught by the VP of Emerging Technologies at HBO. He also works with a smaller group of students in an independent study where they basically do a mini consulting for HBO. The traditional business school skills from our core classes are also tremendously helpful at EMT companies.
- Zuza(Q) **How about media banking? Given that most banks have wound down their specialist media lending teams, is that a viable option to pursue? Have you come across people going into media lending, for instance?**
- mba_rob(A) There are certainly people that go into the EMT group at a bank (whether in an analyst role, investment banking, or corporate finance). Same situation for people doing finance type roles within a film studio. Independent film financing and that type of work are definitely on peoples' radar but less common than the more traditional finance roles.
- zdavar(Q) **Do most of the EMT students have prior experience in Entertainment and Media?**
- mba_rob(A) It's very mixed. I was in consulting previously, but I had worked on a few EMT industry projects. There are certainly EMT students that are completely career switchers. It's helpful to do an internship to get some exposure and industry knowledge during the spring if that's your situation. I worked with a music startup in the spring, and I ended up talking a lot about that experience during my interviews.
- caitmur(Q) **Is there a good resource you can recommend for finding descriptions of the careers available post MBA?**
- mba_rob(A) Once you're in the program, it's very helpful to see the types of full time jobs that are posted on the Stern career account. You can also look directly at EMT company career sites and see the types of jobs that require or prefer an MBA.
- nsusanj(Q) **Hi, thanks for doing this chat. I am interested in what kinds of opportunities are available to students interested in the business side of journalism.**
- mba_rob(A) A lot of people worked in either business development or marketing at those types of companies over the summer.
- josarson(Q) **Post MBA at what level are companies recruiting? Several job posting I see do not mention requiring an MBA but rather years experience.**
- mba_rob(A) This varies by company, but in my experience they are looking at either a senior manager level or a director level (if you have the prior experience). Over the summer, my boss was the VP of the division, but some of my classmates were working directly with the CEO at other companies.



Zuza(Q)

Could you please comment on EMT career opportunities for international students? How much of a barrier is a lack of full US work authorisation, and on the flip side, is the career services centre helpful in terms of international EMT placements?

mba_rob(A)

It is a barrier at a lot of companies. Unfortunately, many traditional media companies don't sponsor international students for fulltime jobs (though you're allowed to intern on your student visa). On the bright side, most of the big technology companies do sponsor students (Google, Microsoft, Amazon, etc.). I didn't work with the career office on international options, but I do know that they exist, and companies are often eager to get US MBAs to go international.

dwt(Q)

What is your experience with the MBA Media Entertainment Conference? Is there much participation from Stern students in organizing the event?

mba_rob(A)

I think you're talking about the conference jointly hosted by NYU and Columbia, right? The location alternates campuses each year, and about half of the planners come from each school. I only got to go to half the conference last year, but it was extremely helpful in getting an insider view of the big industry trends and how senior level people are thinking about business issues.

scott5986(Q)

Rob, did you know coming into Stern that you wanted an EMT specialization? What were your career goals when applying, and what are they now?

mba_rob(A)

Yes - I did write about wanting to specialize in EMT in my Stern app. I think I wrote about wanting an internal strategy role, though I'm looking more into business development now.

Zuza(Q)

To what extent do EMT courses cover live/ performing arts? With all the theatre & live music in NYC, do students tend to move into this side of the entertainment biz as well?

mba_rob(A)

Most of the courses try to touch on each of the major areas of entertainment. One of my colleagues worked at Madison Square Garden over the summer, so it's definitely an option.

inicklin(Q)

Hi! How good would Stern be for me if I want to manage my own entertainment and music business?

mba_rob(A)

If you're planning to be self-employed, it really comes down to whether you want to dive into the business skills side of things. I know people that do that without an MBA, but at the same time, I find MBA-type skills to be incredibly useful.

alywill(Q)

Do you see a difference in job prospects between the MBA/MFA and the MBA?

mba_rob(A)

The MBA/MFA program is more focused on the creative side and the production side. The pure MBA program (in my experience) is more focused just on the business side.



- nsusanj(Q) **What kinds of ways does Stern support students interested in EMT and another specialization, for instance those considering media consulting?**
- mba_rob(A) For consulting, there's always the Strategy specialization. For students wanting a finance or consulting role with an EMT focus, the finance and consulting clubs are very helpful in preparing you for that type of recruitment.
- scott5986(Q) **How did the EMT curriculum prepare you for the industry? Can you talk about classes or subjects you focused on?**
- mba_rob(A) A lot of the work happens outside of classes also. I did a consulting project with an online music startup during the spring which was extremely helpful industry prep. In terms of classes, I tried to focus my big projects on EMT companies. For example, in my microecon class, my group did our final presentation on iTunes, and in my corporate finance class, my final project was on Google.
- Lanic(Q) **Are the media classes focused on traditional mediums or is the curriculum moving more toward new media platforms?**
- mba_rob(A) It's a mix with a focus toward new media. I'm in New Media in Marketing this semester which is taught by a VP at HBO, though there are also more traditional media courses.
- nsusanj(Q) **What EMT companies recruit on campus?**
- mba_rob(A) Some of the tech companies (Amazon, Microsoft, Samsung) come for interviews on campus. That said, many EMT companies post jobs to the Stern site and hold interviews at their offices. That was how I got my internship at NBC. NBC, Sony (Electronics, Pictures, and Music) and Disney are some of the big names that I keep seeing on the career site.
- Yang(Q) **If I don't have any direct experience in entertainment or media, what traits should be emphasized on the MBA application?**
- mba_rob(A) Mainly look for transferrable skills. For large organizations, influencing people outside of your direct reporting lines is usually important. Starting/managing projects and teams is always helpful. I tend to emphasize analytics because that's usually an area that people expect MBAs to fill.
- Rajat_Sharma(Q) **Are there any particular courses which would direct one towards working in the film industry specifically?**
- mba_rob(A) If you want to do film, I would highly recommend the class that's taught at Cannes. I didn't get to go, but I've heard great things. There are also courses like Econ of Media and Entertainment which touch on film.
- Rajat_Sharma(Q) **Hi, do students from the MBA program get to participate in the Promotion Pictures competitions?**



- mba_rob(A) Yes! There has been a lot of promotion about that in the past few weeks.
- scott5986(Q) **What are some companies, and maybe corresponding starting positions, that a graduate with an EMT specialization might be looking at?**
- mba_rob(A) Something like a senior manager position at the big entertainment companies (Sony, NBC, Disney) would be fairly common. Various business development, product management, sales, marketing, etc. also happen at entertainment and tech companies.
- LZimmer(Q) **MBA_Rob - you mentioned you were in business development which is what I'm interested in - did you have a previous finance background?**
- mba_rob(A) No - I did consulting previously. I picked up enough corporate finance and valuation at Stern to cover the role.
- andreyaj(Q) **Any courses or research projects related to internet strategy and digital marketing in entertainment industry?**
- mba_rob(A) I did a consulting project in online music last spring, and there are definitely options. NBC and Sony Music for example have been advertising for internships during the semester recently.
- caitmur(Q) **What are some functions of internal strategy inside a media company?**
- mba_rob(A) Internal strategy usually drives planning or new business lines. Depending on the company, it might also touch corporate development or new distribution lines (example: digital distribution of entertainment content)
- scott5986(Q) **What are some companies in the music and sports industry that EMT students might look at for internships or post graduate careers?**
- mba_rob(A) MLB and NFL both had Stern interns over the summer. We also had a few people at Sony Music.
- caitmur(Q) **What do you mean when you say production focused roles?**
- mba_rob(A) These would be roles working directly at a studio running the production side. You can also be the business guy that interfaces with the production person.
- admissions_moderator2(P) Thank you for participating in our chat today! The chat room is now closed. If you have additional questions, feel free to contact current students at mbaga@stern.nyu.edu. We hope you enjoyed the chat!