



FESTIVAL DE CANNES

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**CONTENT & COMMERCE IN CINEMA**  
73rd ANNUAL CANNES FILM FESTIVAL 2020

The Stern School of Business, EMT Program, is offering an MBA class on Global Cinema featuring attendance and teaching at the 2020 Cannes Film Festival. The course will be offered in the Spring 2020 and will begin with several lectures at Stern before the Festival and a final assignment after the return to NY. Professor Al Lieberman will be teaching and leading this class. The students are expected to arrive on Sunday, May 16, 2020 at the selected hotel and to depart on Sunday, May 24, 2020 (exact dates subject to change).

If accepted, the cost of the course for seven nights, registration and access to Festival resources on the French Riviera based at a 4 star hotel in Juan Les Pins will be \$2,500, plus the cost of airfare and some meals. As with DBI courses, the \$2,500 course fee will be added to your Spring 2020 Bursar bill. This has been a great opportunity for students to use frequent flyer miles and travel before or after the course in France, Italy, or other neighboring countries. For those interested, a more detailed syllabus will be available upon request.

The course will consist of lectures from the Professor and guests from the industry on film development, financing, budgeting, supplementary revenues, distribution, foreign sales, marketing, exhibition, re-purposing, etc. We will also discuss the role of film critics, the importance of industry trade magazines, the need for joint ventures, and the impact of digital technology. We will attend panels sponsored by *Variety* magazine and other Film Festival participants. The classes, when scheduled, will be on Thursdays (4:30-5:50PM).

You will have an opportunity to ask questions of producers, directors, financiers, studio executives, and many senior executives attached to the business. Both during the day and in the evenings there will be continuous screenings of selected International and some American films, both Hollywood and independents. There will also be invitations to the occasional distributor and sponsors' functions.

**Only 26 Stern students will be able to register for this course. In order to be considered for a place in this course, we must receive your resume and an essay describing the reason for interest in the course by answering the questions listed below. Please send by email to Mike Beato at [mbeato@stern.nyu.edu](mailto:mbeato@stern.nyu.edu) by November 1, 2019.**

**Please Note: MKTG-GB.2119 (Entertainment & Media Industries) is a pre-requisite/co-requisite for this course. If you have not taken it already, you can take it at the same time as the Cannes course.**

Questions to be answered in the essay:

1. Explain why you want to be part of the class.
2. If accepted, what would your contribution be to the class?
3. What experience have you had in the Entertainment and Media industry prior to arriving at Stern, or currently through work or internship?
4. What are your career goals?
5. What has been your involvement in EMSA and in the EMT Program?
6. If you are accepted as a participant, what do you expect from the course?