



FESTIVAL DE CANNES

**APPLICATION FOR CRAFT & COMMERCE IN CINEMA**  
76<sup>th</sup> ANNUAL CANNES FILM FESTIVAL 2023

The Stern School of Business, EMT Program, is offering an MBA class on Global Cinema featuring attendance at the 2023 Cannes Film Festival. The course will be broken into two parts:

**Part 1** (1.5 credits) Spring 2023 - will take place at Stern in the classroom with lectures, presentations, guest speakers, student team assignments, and potentially even workshops to prepare for travel to Cannes, France and experience the largest film festival in the world.

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. The classes, when scheduled, will be on Thursdays (4:30-5:50PM) and will be taught by Professor Al Lieberman.

**Part 2** (1.5 credits) Summer 2023 - will take place in the South of France, using a hotel in Juan Les Pins as our headquarters and experiencing attendance at the Cannes Film Festival. Students will arrive on Sunday, May 21, 2023 at the selected hotel and plan to depart on Sunday, May 28, 2023 (exact dates subject to change).

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.

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 Summer 2023 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.

**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 complete the application at [bit.ly/cannes2023app](https://bit.ly/cannes2023app) by November 9, 2022.**

**Please note: If you are planning to graduate in 2023, your official graduation date will be designated as September 2023, since the travel component of the course extends beyond your official May graduation date. If needed, a letter can be written for future employers that explains this unique circumstance.**

**Please note: **MKTG-GB.2119** (Entertainment & Media Industries) is a co-requisite for this course. If you have not taken it already, you can take it at the same time as the Cannes course. Please also note that **COR1-GB.2310** (Marketing) is a pre-requisite for MKTG-GB.2119.**

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?