

Press Release

**United States/France:
a new programme dedicated to the entertainment industry**



Hollywood letters on top of the city of Los Angeles (Shutterstock).

Paris, 31 May 2021. SKEMA is launching a new programme with the prestigious US university UCLA Extension to meet the challenges of transformation and expansion in the entertainment industry sector (film, streaming platforms, television, concerts, etc.). From the start of term in September 2021, the two institutions will offer the new *'Digital Marketing and Business & Management of Entertainment'* programme, specifically co-constructed for the specialisation year of SKEMA's Master in Management Programme.

A dual skill-set highly sought-after by recruiters

The programme aims to give students a dual skill-set which is highly sought-after in two very complementary fields: digital marketing and management in the entertainment industry. Digital marketing tends to use tools that are increasingly close to the film industry, while the entertainment industry uses digital marketing more and more widely for promotion. The new video content platforms like Netflix, Amazon Prime, Disney, and the whole industry on a larger scale, have strongly accelerated the need for content and its promotion. This has created new opportunities for students.

Many jobs are already available or will be in the years to come: in entertainment content marketing and distribution, in pre- and post-production, in accounting and finance, in legal fields, in film direction and production, data analysis, influencer marketing and all professions linked to content strategy, social media, etc.

"During the creation of the programme, our idea was to go to the heart of the industry, in Los Angeles, to provide our students with the most state-of-the art course in the field. The collaboration with UCLA Extension was then an obvious choice." says Patrice Houdayer, Director of Programmes, International Affairs and Student Life for SKEMA, and Christophe Dispas, Director of MSc programmes.

OPT to work in the United States

At the end of the course, students receive the SKEMA Master of Science and two *Certificates* from UCLA Extension: Digital Marketing Certificate and Business & Management of Entertainment Certificate.

A *Certificate* is a programme that is approved for the F-1 visa, which enables students to study full time in the United States. As well as rigorous academic content, a *Certificate* offers a practical approach to each of the fields studied. In addition, the course gives access to “OPT” (*Optional Practical Training*), meaning a year of professional work experience in the United States after obtaining the *Certificate*.

Any graduate of UCLA Extension is also invited to join the UCLA Alumni association.

UCLA is ranked 13th Best Global University (*US News & World Report 2021 Rankings*) and is the number-one public university in the United States. The best researchers in the world work there and its alumni network includes various scholars, researchers, athletes, Oscar-nominated actors and directors, leaders in government, etc. UCLA Extension has been UCLA’s continuing education for over 100 years. The classes are taught by instructors with a practical knowledge of the professional world, with the aim of facilitating students’ transition into the professional world as much as possible. Internationally recognised credits are attached to all UCLA Extension programmes.

About SKEMA Business School:

With 9,000 students of 120 nationalities and 48,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 sites: 3 campuses in France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of its artificial intelligence research and resources center and its new R&D center. SKEMA is multiaccredited - Equis, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China. www.skema.edu. Follow us on twitter: @SKEMA_BS

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