Welcome to NYU Stern’s Entertainment, Media & Technology online chat. We have four MBA2s on today’s chat, as well as representatives from MBA Admissions. For answers to questions like “How many classes do you take to complete a specialization in Entertainment, Media and Technology?” and “What types of resources does the Office of Career Development offer to EMT students?” feel free to jump right in. We are here to help!

**2008MBA Andrew**  
Andy Amendola is a second year MBA student at the Stern School of Business who has a background in advertising. He graduated from the Roberto Goizueta School of Business at Emory University with a BBA in marketing and international business. Upon graduating he moved to New York to work as a media buyer at Universal McCann on the Coca Cola and Sony Pictures accounts. He then transferred to WingLatino, Grey’s Hispanic Advertising agency, to work in media planning for two years before attending NYU Stern. At Stern, Andy is the President of Sponsorship and an Executive Producer with ProMotion Pictures. ProMotion Pictures is an unprecedented cooperative learning initiative designed to push the boundaries of art and commerce in the form of branded entertainment. The program brings together future creative and business leaders from the world-renowned graduate programs at NYU’s Tisch School of the Arts and Stern School of Business. Andy did his summer internship at NBC Universal, working in Sales and Marketing for the Digital Media Group.

**2008MBA Jessica**  
Jessica is originally from Northern California but has been in New York since attending NYU for her undergraduate degree. Prior to Stern, she worked as a Marketing Manager at Campusfood.com, an Internet company specializing in online food ordering for college students. Her career focus is on working in sports marketing, specifically doing sponsorship and/or marketing for a league. She did her summer internship at Major League Soccer in the Partnership Marketing Department, which was a great hands-on experience. Jessica is also active in the Stern community, as VP of Marketing for the Stern Student Corporation (SCorp, the student government), VP of Education for the Media, Entertainment, and Sports Association (MESA), and as a Block Leader of Block 2.

**2008MBA Gian**  
Gian Wilson, is a second year MBA student from Trinidad and Tobago specializing in Finance, Strategy and Entertainment, Media & Technology. Prior to coming to Stern, Gian founded a number of companies in Trinidad, primarily in the Technology and Entertainment industries. While at Stern, Gian has interned at RCA Records and at IAC/InterActiveCorp. After Stern, Gian hopes to go into client side mergers and acquisitions advisory and strategic planning, primarily in Media and Entertainment.
**2008MBA_Amir**  Amir Kaspi graduated from Bar Ilan University in Israel, majoring in Computer Science. He gained two years of experience as an Air Force Senior Procuer in New York, accountable for initiating and customizing strategic solutions for Israel’s Air Force helicopter platforms and six years in establishing a high-end technology squadron in the Israeli Air Force (two of them as a system engineer). Amir spent his summer at Google – Mountain View within the Book Search team and was involved in strategic and operational related projects.

**2006MBA_Judson**  I’m a 2006 Stern graduate currently working at Apple as a Product Manager for professional music and video software. Prior to Stern, I worked in the music industry at two recording studios and two separate record labels, one small and one large. My summer internship was in Apple's Marketing Communications division, and I joined the company full-time as a Product Manager immediately following graduation.

**Question and Answer – Entertainment, Media & Technology Topics**

**alexandra**  <Q>Do you have any information about the new MBA/MFA program for film production?

**Admissions2**  <A>Bridging the gap between the “creatives” and the “suits”, New York University has announced a new dual-degree graduate program that will give aspiring film producers and studio executives the knowledge to navigate the fast-changing landscape of financing and filmmaking today. The dual MBA/MFA degree is a partnership between NYU’s Stern School of Business and Kanbar Institute of Film & Television at the Tisch School of the Arts, both highly regarded in their fields.

**redaheada82**  <Q>How do you think the EMT program at Stern will help you in your long term career goals in the entertainment and media industry?

**2008MBA_Alex** <A>Several things - most importantly building networks and gaining real-world experience. Being in the heart of New York allows you to be in touch with various media companies that have headquarters here. Furthermore, programs like ProMotion Pictures and classes like *Craft and Commerce of Cinema* which features a trip to the Cannes Film Festival, allow you to experience the industry first-hand.

**ricochet**  <Q>Andy, can you tell us a little bit more about ProMotion Pictures? Is that an outside job or an extracurricular?

**2008MBA_Alex** <A>It’s actually a student-led program/business(not for profit). It folded into the MESA Club, but the students that run it, including myself, seek corporate sponsors to give money that we use to run a screen writing competition, for which winners receive $35,000 to produce the script into a short form film. One can help run the program by running for that position during elections, or participate in the competition by submitting a script.
What companies recruit MBA grads from NYU in the Media & Entertainment and Hi-Tech industries?

When I was at Stern, there were a number of companies in the media and technology industry recruiting at Stern. These included Apple, Microsoft, NBC Universal, Time Warner and others.

Can you better explain the scope of possibilities to actively collaborate with Tisch, and also provide some information regarding the dual MBA/MFA degree?

Hey Antani. There are always opportunities to collaborate with other schools at NYU, not only Tisch. Up to 25% of your degree can be done outside of Stern and you can take pretty much any course that you want. That being said, within the MBA/MFA program, the MFA portion of the degree is done primarily at the Kanbar Institute at Tisch, where you will be able to take part in all of the courses that Tisch has to offer in your specialization.

Is it possible to specialize in Finance and take electives in Media?

You can most certainly do that. At Stern you can choose up to three specializations. I currently specialize in Finance, Strategy and Entertainment, Media & Technology, so my courses are from all three of those areas.

Does NYU Stern have any study abroad programs?

Yes. Stern offers its students a wealth of international opportunities. I took advantage of two of them. I took a course called Doing Business in China, which is a joint program with Stern and Tsinghua University in Beijing. We met with top executives from leading firms in China who shared with us their experience of doing business in China. Another program that I am taking advantage of next semester is an exchange program with London Business School. With numerous opportunities to work with international companies in the U.S. or study at international business schools, we are able to gain worldwide experience and become well rounded business people. You may also want to take a look on http://w4.stern.nyu.edu/academic/affairs/international.cfm?doc_id=5908.

What is Stern’s classroom environment like?

The classroom environment is very open. There are some classes that are more lecture-based and some that are more discussion-based, but all of the professors view questions as helping the learning process. There are so many different backgrounds at Stern that often times you will learn a lot from your classmates as well.
Clint  <Q>Since most Entertainment/Media positions are located in New York and LA, do any of you have an idea what percentage of students are placed on the west coast versus in New York?

2006MBA Judson<A>While the majority of Stern grads stay in the New York area, I know a number of students from my class who moved to California for work. The west coast job search does require a bit more work, and I would recommend joining the west coast tech trek and the MESA trip to LA to get a better sense of the market out there.

socrates_a  <Q>During the trip to Cannes, What do the NYU students do exactly? Is it just a trip to witness a film festival? Or do they participate in actual Q&A of films?

2008MBA Andrew<A>It is actually part of a three-credit class to which you have to apply. While in Cannes, we attend daily classes and get to meet several industry executives that come to chat with us one on one. During our free time we may attend any panels or films that we can get into with our badges. It was a once-in-a-lifetime experience, and I hope to return one day with a project of my own.

deval  <Q>Hi, Do only people who have a background in EMT opt for the specialization? Are there a considerable number of students who specialize in both EMT and finance?

2008MBA Jessica<A>People who are specializing in EMT come from a variety of backgrounds and have diverse career interests. Most people have more than one specialization, so will opt to do EMT and another functional area like Finance or Strategy or Marketing.

NickF  <Q>Have any of you participated in the ProMotion Pictures program? What was the experience like?

2008MBA Andrew<A>I actually help manage the program and I am currently the president of sponsorship. From my perspective, we help find a sponsor that will give us over $100,000 so that we can run the competition. I can tell you that being on the managing side of it was an incredible experience because you act as an Executive Producer. I spent a good deal of time this summer interacting with directors and producers and visiting the various sets for our Johnnie Walker clients.

erikhodge  <Q>What percentage of students in the EMT program have worked extensively in entertainment before pursuing an MBA vs. students from other backgrounds trying to make a career change?

2008MBA Gian  <A>Hi Erikhodge about 7% of students that come into the program have previously worked in entertainment media and technology. While many students change careers, about the same amount graduate with intentions of going into entertainment, media and technology careers.
0926MediaGal  <Q>Have you noticed an increase in the value of the MBA in entertainment and media fields in the past few years (perhaps through recruiting, etc)?

2006MBA Judson <A>Yes, I've certainly noticed an increase in the perceived value of an MBA in the entertainment and technology fields. There are a larger number of firms recruiting at business schools, and management within companies seems more interested in finding MBAs for key product management and operational roles.

Antani <Q>With reference to the MBA/MFA, do you need to apply to the dual degree program right away or you can decide during in your first year at Stern?

Admissions2 <A>Students will spend the first year at Stern, the second year at Kanbar and the third year will be split between the two schools. Students may apply to Tisch during their first year in the MBA program. The Kanbar deadline is December 1.

Francis <Q>Are there many opportunities to do internships at broadcasting companies and how many graduate students find jobs at such companies after graduation?

2008MBA Andrew <A>I would say that yes, there is opportunity within the major companies like NBC, CBS, ABC as well as opportunities with cable companies like MTV, HBO, Time Warner, etc. The plus about NYU is that you can work at these companies during the semester, which will give you a leg up to outside candidates because you can familiarize with the companies and people there. I worked at NBC this summer with another colleague. I know many students that got full-time jobs at networks as well.

TAnn <Q>On average, how many people attend the MBA MEC? Is this open to anybody? Or just graduate students?

2006MBA Judson <A>On average, roughly 450-600 people attend the MBA Media and Entertainment Conference. The conference is for MBA students only, although there are a certain number of tickets reserved for select alumni and key industry executives who wish to attend.
Andrew, you have experience in the advertising industry. Would an MBA with a concentration in EMT be valuable in an agency environment such as account management?

To be honest, I would say that an MBA is not necessary for an account management position. An MBA would be helpful for more strategic roles at higher levels in an agency. Account management is something you have to work your way up in from the lower levels, at least in my experience. The reason I left the agency to come back to school was to eventually switch to the client side and work in a marketing management or brand management role, which an MBA is required for.

What does Stern do to help you get an internship in media and entertainment?

Stern’s Office of Career Development has great resources for finding students positions in EMT. Also, NYU has a fantastic resource called the Stern Worldwide Alumni Platform (SWAP) that lists most of our alumni, which companies they work for and what positions they hold. With this database it is very easy to find people who work in companies that we are interested in and we then have the opportunity to reach out to them. Because the Stern community spirit extends beyond the two years that you are at Stern, these alumni often get back to us within 48 hours with information as to further our search for positions within these companies.

Hi, My question relates to the Technology sector. I'm curious about the type of positions typically available for MBA graduates with an engineering background and experience, and who are looking to stay in the high tech sector.

That is a very good question. My background is in computer science and the great benefit of having an MBA at this point in life is the ability to leverage your knowledge and expertise from the engineering industry into business-related issues. I did my summer with Google and I must admit that my background in the software industry helped a lot to gain this position. For example, at Google an MBA can be involved with strategic/operational projects or become a project manager, a position in which you must have both an MBA and an engineering-related degree. In other words, doing an MBA will help you understand business-related problems within the Hi-Tech industry. It is absolutely the best investment I have made so far.

How are the career prospects in the Media/Entertainment field? Who are the major recruiters at Stern in this field?

Hi, you can see my previous response about career prospects, but as far as major employers go, Time Warner, Viacom, Google, Yahoo, IAC, NBC Universal, ABC, CBS, NBA and SONY to name a few.
ajcs  <Q>How well-connected are you through Stern with Viacom, News Corp., Warner, NBC Universal etc.? What about other foreign media empires like Grupo Televisa?

2008MBA_Andrew  <A>Stern is very connected. There is actually a program at Stern called the Industry Mentoring Initiative (IMI), which links up students with executives at Time Warner. The other networks all visit the campus, typically during the spring semester. Students have been known to do internships at all those companies during the academic year and the summer.

prospect08  <Q>Can you further explain the IMI program?

2008MBA_Jessica  <A>IMI is a program run by the New York Initiative office that places a group of students with mentors at a corporation. I was involved with the EMT IMI program with Time Warner. We met once a month with a different business unit leader. One month it was the magazine division, one month it was Sports Illustrated.com, one month it was Marvel Comics. It's a great way to get exposure to a number of different entertainment and media divisions while still having the consistency of being in the same company. It's most useful for people who are career switchers and want to find out what's out there in terms of different entertainment and media jobs and functions.

ayman  <Q>Hi Judson, would you mind describing what a Product Manager does in a high tech company? Is it typically a sales position or more of a marketing position?

2006MBA_Judson  <A>The position varies from company to company, but the Product Manager role is typically a marketing job. At Apple, PMs split their time between two sets of tasks: 1. collaborating with engineering teams to develop new products and enhance existing products and 2. Developing and executing customer-facing marketing activities.

Martin_Mazza  <Q>Jessica, could you tell me a bit more about what MESA consists of? What other clubs related to media are there?

2008MBA_Jessica  <A>The Media, Entertainment, Sports and Technology Association (MESA) is one of the larger clubs on campus. It is a cross-functional, cross-industry club aimed at helping our student body secure jobs in the media, entertainment, and sports industries. We host panel discussions with alumni working in the industry, networking events like our recent Career Night, and social events to help club members get to know each other. Another related club is the Technology and New Media Group (TANG). They are more focused on the technology aspects of media, but we host a number of events with them.
nyixiang  <Q>Who are typical recruiters that are interested in EMT students? How's average compensation?

2006MBA_Judson<A>In my experience, recruiting comes primarily from larger entertainment and technology conglomerates (e.g. NBC Universal, Time Warner). However, I've noticed that more tech companies and media/technology startups have begun to look at business schools with strong EMT programs such as NYU, UCLA, and USC.

Clint  <Q>Andrew, how does one come to work on the managing side of the ProMotion Pictures program?

2008MBA_Andrew<A>since it is a club position, in the fall we take applications for three first-year roles: Sponsorship, Production, and Admin. The second-year ProMotion Pictures members interview the applicants and select them based on their enthusiasm, experience and what they can get out of it.

bayoubengal  <Q>What employers recruit Stern MBA students who are considering a career in sports management?

2008MBA_Jessica<A>Stern has a number of alumni working in the sports industry who have proven to be valuable resources for people who want to work in sports. For example, we have alumni at almost all of the major sports leagues, broadcasters, and networks. They will often send job descriptions (both full-time and internship) through the MESA email list to club members.

aspirant24  <Q>Does the curriculum focus on the future of the media business? Have you had many opportunities to hear from people who work in the media?

2008MBA_Gian  <A>Our program is very dynamic, meaning that the curriculum often changes with the ever-changing times. We also have some amazing professors who are industry leaders in their own right and they often bring their friends in to chat with us as well.

yellowjacket  <Q>Hi Judson, I'm wondering if you've seen any trends for EMT companies hiring people with more hi-tech backgrounds, as more and more media has been shifting over to digital distribution methods?

2006MBA_Judson<A>Absolutely. Every media company is a technology company these days, and having an MBA coupled with a technology background is hugely attractive to media firms. In high-tech product marketing, a tech background - such as CS or EE degree - is a near-must.
**Panacea** <Q>Of the media companies recruiting at Stern, approximately what percent of the recruiters are brought in by OCD as opposed to those contacted through student networking?

**2008MBA_Gian** <A>The ratio is about 50/50 and this applies to most jobs on campus.

**nyuhopeful** <Q>What about opportunities in Los Angeles, the other "entertainment and media" city?

**2006MBA_Judson** <A>Because I work in Northern California, I can't really speak to the availability of opportunities in LA. However I have a number of business school friends who work in Southern California, and I know that Disney and some of the larger movie studios are annual MBA recruiters.

**Daniela** <Q>Andrew, you said you did an internship at NBC and that many students got full-time job offers at those companies. Are those jobs or "free" internships? And how can you attend courses if you work the whole day? Is it possible to attend a part-time or weekend EMT program?

**2008MBA_Andrew** <A>Yes, unfortunately my internship was unpaid but it was a great experience. I also did an internship during the spring in my free time with the Weinstein Company. I scheduled my classes so that I would have Wednesdays free, and since we never have class on Fridays, I worked those two days. Most internships don’t require you to work full days though, so you can just come in for the morning or afternoon. You can also take classes at night, when most EMT classes are held anyway.

**deval** <Q>How difficult is it to be actively involved in more than two or three clubs? And how tough is it to obtain a leadership position in them?

**2008MBA_Jessica** <A>I would say that two clubs is the maximum you could actively be involved in, in terms of taking on a leadership position. It is possible to be a member-at-large in a number of clubs in order to take advantage of their club resources. In fact, I recommend joining all of the clubs that interest you to learn as much as you can about those industries. But being a club leader can be quite time-consuming, depending on your role so it's hard to be active in a lot of positions. Most people who want to be a club leader have gotten some kind of leadership position though.

**melanie_wong** <Q>How is the atmosphere at NYU Stern?

**2008MBA_Amir** <A>I think what differentiates Stern is the fact that while all the students here are smart and talented, come from highly respected positions in the industry and have a wealth of experience, all of them are down to earth. It is a collaborative environment; you meet people from all over the world that will turn up to be your best friends. These people will assist you during your studies and after graduation, and will help you get your next job and of course will become part of your family. As we say at Stern: Downtown. Down to earth. Down to business.
Josie <Q>What value does an MBA hold for those in the entertainment and media industry?

2006MBA Judson <A>That's a pretty general question, and it depends on the type of role you're interested in. Personally, the MBA has helped me to better understand the dynamics of the shifting media industry. It's also provided a strong set of marketing guidelines that has been very beneficial for developing marketing plans at Apple. The finance portion of the MBA is another important component, as it's crucial to understand the numbers even if you're not in a financial position.

ajcs <Q>What would you say is the main difference between an "Ivy League" University approach like Columbia and that of NYU?

2008MBA Gian <A>Hi Ajcs, while I cannot speak for other programs we believe our community at Stern is one of our biggest strengths. We have a tight-knit community of students, comprised of full-time, part-time and executive MBAs. Our community is comprised of a diverse group of individuals. Over 30% of the full-time MBA community is comprised of international students. We also have a strong representation of women. Students come from a wide array of backgrounds, thus, we learn not only from professors and faculty, but also from each other. Everyone is truly supportive of each other on both a professional and personal level. If I had to describe the community in three words, I would say that the Stern community is down-to-earth, collaborative and supportive.

anonymous-mjs <Q>Do students have any opportunities to gain experience during school with part-time positions, or volunteer positions, given the value of hands-on experience in the EMT industries?

2008MBA Gian <A>Hi MJS. Students actually do. I worked at RCA records during the spring semester of my first year. There are many opportunities - you just have to be ready to take them when they become available.

melanie_wong <Q>Are there internships on the west coast that are available to Stern students?

2006MBA Judson <A>I got my west coast internship after meeting members of Apple's HR team during the Bay Area Tech Trek. It's a bit more difficult to set up a summer internship out here, but you can certainly do it. I'd suggest making at least one or two trips to the west coast to get to know the companies here. And it's also important to work with the Office of Career Development to track down west coast recruiters at Stern.
It looks like there are a lot of "hands on" programs for film, such as ProMotion Pictures. Do you also offer these types of opportunities for those interested in TV? Is ProMotion Pictures at all applicable to TV?

ProMotion Pictures appeals to people seeking several experiences: it’s great for people interested in production because you get to work with real budgets, it’s great for Brand Managers because you are delivering a branded content to the client, and it would apply to those interested in film and television because you are coming up with the content that will hopefully be shown through those mediums. To date, most of our films have been shown on the internet, but our Heineken films made it to the IFC network.

Can you name and briefly describe a few courses within the EMT specialization?

One great EMT class that I took was the Business of Sports class taught by Al Leiberman and Peter Land. It consists of a variety of guest speakers who tell you about their backgrounds and what they do on their jobs. We had some very high profile speakers, and it was great exposure to the sports industry. Another interesting class I'm taking right now is the Business of Music and Film, co-taught by David Eller (Universal Music Group) and Andy Kim (The Weinstein Company). It counts toward both EMT and Finance specializations and covers topics on how to value companies in the music and film industries, as well as some of the real life challenges facing employees in their daily jobs.

Within the EMT program, is the main emphasis on film/television, or are there courses and resources focused on the music industry as well?

There really isn't one single focus; you can chose from a variety of courses focusing on film, TV, general media strategies and music. You can also take courses at NYU’s Steinhardt School within their Music Business program.

What are some typical job titles held by graduates from NYU Stern in the Technology sector?

There are no typical titles. It can vary from strategic planning to product manager to product marketing manager. The sky is the limit.

On Stern’s website, I seem to find very limited information about TANG. Where can I get more information about its activities, job placements, etc.?
Hi, on our website, click on 'Exception Students' and then click on ‘Student Activities.’ This will provide you with a listing of the clubs that Stern has to offer. You will find the TANG club and there will be an e-mail address which will be sent directly to student members of the club.

In the media sector, an MBA is not necessarily a prerequisite as it is in other sectors. How do you feel specializing in EMT has been more beneficial than a general management degree?

As I mentioned before, most students graduate with more than one specialization. Having the EMT specialization shows that you have taken enough classes to have a depth of knowledge about the industry. While an MBA might not be a prerequisite, it shows an understanding of business challenges and how to strategically think about them. Most media companies are starting to recognize the value of the degree, and every year more and more media companies are coming to recruit on campus.

Does doing the three-year MBA/MFA program allow any room to work part-time?

Both programs are full-time. Therefore, students will be very busy completing their course and thesis requirements. In addition, students are encouraged to become active in student clubs in both programs. There will be very limited time for part-time employment.

What made you choose Stern over other schools?

The EMT program. I knew I wanted to work in the Entertainment/Technology industry, and NYU's EMT program (and MESA student organization) was the best of any MBA program in the country. Also, the location in New York City allowed me to learn from real-world entertainment executives in the classroom and participate in industry internships during the school year. I can't emphasize enough how great it is to have the biggest entertainment companies in the world just a subway ride away.

How does the EMT program’s faculty take advantage of New York? I read about case studies - could you explain in a bit more detail?

There are a lot of adjunct faculty, meaning that they work full-time and teach classes on the side. For example, the teacher of Television Management is the head of Research for CBS. Also, the CEO of Reed Business Communications, which owns Variety, teaches Corporate Strategy in Entertainment, Media & Technology, and the list goes on. I’m not sure of the case studies that you are referring to.
muni.jaitly  <Q>Do professors such as Andy Kim and David Eller make themselves available outside of class?

2008MBA_Jessica <A>Almost every professor I've had has had fixed office hours, and welcomes students to come visit during those hours. They are also more than happy to make arrangements to speak to students outside of those hours. In terms of the industry professors, it can be more difficult to meet with them because they have "day jobs", but they are all very welcoming and will chat before and after class. All professors are readily available over email as well.

adr123  <Q>Gian, you interned at RCA Records. Do you plan on working in the music industry? What is your background?

2008MBA_Gian  <A>Hi Adr123, That is an interesting question. My background before Stern was very entrepreneurial. While I don't actually plan to go and work for a major label in the music industry, I think there are a lot of opportunities for new projects, given the emergence of new technologies. As a result, I do plan to undertake some entrepreneurial ventures in the industry.

bdlphn  <Q>Can Stern EMT students take courses at the Tisch School of the Arts? If so, what courses are available?

2008MBA_Andrew <A>They can and do. I will be taking a couple of classes at Tisch next semester: Production Management and a class on shooting a low budget feature, which is something I hope to do myself in the near future. Luckily there was a class called The Business of Producing which was taught by a Tisch professor (Peter Newman, Producer of The Squid and the Whale) at Stern.

John  <Q>Hi, this is a question for Judson. How did your engineering background help you to contribute to your class?

2006MBA_Judson <A>I actually don't have an engineering background. I was a French and Economics double major in college, and then I worked in the music industry for three years before going to Stern. However, I will say that in the High-Tech industry, it's a great asset to have an engineering background, even if you are working in a marketing role.

Ajcs  <Q>What are the chances of recruiting in Europe at NYU?

2008MBA_Amir <A>You can recruit anywhere while studying at Stern. Some students choose after graduation to go to work for European companies; Stern also helps you with oversees recruiting by organizing treks in Europe (for example the London Trek, which takes place every year during Thanksgiving and exposes you to careers in Banking and Consulting in Europe). You may also want to take a look at international clubs at Stern, which can provide you with resources, information and of course successful stories.
RedCat <Q>Does everyone who specializes in EMT get to go to the Cannes Film Festival? What other international trips are specifically for EMT students? What do the trips involve?

2008MBA_Andrew <A>You don’t necessarily have to specialize in EMT to take the Cannes course, but you do have to take an introductory level EMT course as a prerequisite. You do have to apply for the course. Twenty five students are selected to take it, so you do have to show interest. The trip includes classes, meetings with industry executives, parties, lots of great movies, panels and the occasional yacht trip.

Harshers <Q>What kinds of job titles do graduates with an EMT specialization have five years into their careers?

2006MBA_Judson <A>That depends on the company. At larger organizations, EMT MBAs tend to have Manager or Director titles after five years. At smaller organizations and start-ups, MBAs often play a large role in running the operation. I have a few friends who have already started their own companies or recently joined young companies in fairly senior VP positions.

jdbc180 <Q>I have kind of a specific question and hopefully someone might be able to assist me. I am interested in Consulting and Media/Entertainment. Would it be wise to focus on the Consulting side and try to specialize in Media/Entertainment or is it possible to be hired in Strategic Planning at one of the major media conglomerates?

2008MBA_Gian <A>Hi jdbc. This is actually what I’m trying to do. These groups are often very small so there is a lot of networking that is required to be hired into these groups. I’ve already begun doing so and I am making some headway so I hope it is possible - otherwise I won’t have a job! :)

Antani <Q>As a lawyer interested in switching to Strategic Planning in media and sports, I am wondering how such a diverse professional background would be looked upon during the admissions process?

2008MBA_Jessica <A>Diversity of background is one of the strong points at Stern. We have lawyers, bankers, and everything in between. "Fit" is a really key term around Stern, and it shows in our community.
How much practical experience do EMT students get in the Entertainment industry while at Stern?

Hi Pauserratov. We get a lot of practical experience due to the involvement of our professors in the industry. Many of our faculty and adjunct faculty are CEOs and CFOs of major media companies and they share their day to day experiences with us in the classroom. One of the great courses that we have at Stern is the Craft and Commerce of Cinema, where 25 students are taken each year to participate in the Cannes Film Festival.

What kind of a background is needed, apart from an MBA, to get into advertising in the wireless/internet industry - say Google, Yahoo or Nokia?

No specific background is necessary. For Google, for example, you must show them that you are ‘Google-y’. What does it mean? It is a very good question, difficult to answer, but in short you have to show them that you are passionate about the company, know it upside down, are able to solve complex problems related to their business and above all that you fit their culture.

Jessica, do you think that people with a general management degree can apply for a media company?

People with any concentration can (and do!) apply for a job at media companies. A media company contains every job function. It just depends on your personal passion and how you speak to your experiences. You can also take media classes without specializing in EMT.

I come from an arts/new media background. Do you think it is better for me to take some business courses before applying to the MBA program?

If you can take and be successful on the GMAT, you will be fine. I came to get my MBA because I was heavier on the soft skills and creative side than on the math/financial side. I survived and it was not that hard, or at least not harder than it was for anyone else. Everyone here is really helpful and collaborative. There is also a diverse group of students here and you will find that there are many that don’t have a traditional business school background.

What are some examples of post-MBA jobs in the sports industry?

In the sports industry, MBAs typically work in Business Development/Strategy, Marketing, and Finance. That's not to say that there aren't opportunities in other roles, but those are typically the ones that are posted to our club.
edy <Q>Are there any specific job level positions that MBA students will go into after graduation?

2006MBA Judson <A>At larger entertainment companies, MBA grads tend to go into Manager positions after graduation.

MaulikH <Q>Gian, your profile says that you want to work on the client side after you graduate. Does Stern offer courses on Investment Management focusing on the technology sector only?

2008MBA Gian <A>Hi MaulikH, when I said client side, I meant on the client side of the Investment Banks and Consulting companies for the media conglomerates in their M&A and Strategic Planning groups. With respect to courses on Investment Management, a full list of courses offered in the EMT program can be found here: http://w4.stern.nyu.edu/emt/academic.cfm?doc_id=1797.

tangerine <Q>What is the procedure to transfer from the general MBA program into the EMT program after couple of semesters?

Admissions1 <A>Hi, the EMT specialization is within the overall MBA program. If you decide that you would like to specialize in EMT once you are already enrolled, this is certainly doable. You would speak with our Academic Advising department to make sure that you can fulfill all of the requirements.

yellowjacket <Q>In making a career change to EMT through an MBA program, what type of challenges would one face?

2008MBA Andrew <A>Networking is really the hardest part of that transition because it is an industry driven by "who you know". That is easily overcome by taking a part-time internship during the semester. Many of the EMT students do this and it can definitely be done in a manner that is not overwhelming. It also helps you get the experience you need on your résumé.

Joseph <Q>Hi, I run an adgames start-up company and we are in our first year. Does NYU have a good program for entrepreneurs, or is the focus on large companies as described during this chat?

2006MBA Judson <A>I think NYU has excellent programs for both entrepreneurs and people looking to move to larger companies. The curriculum offers classes that focus on both types of organizations; in fact Managing Small Businesses was one of my favorite courses at NYU. The business plan competition and a number of student-run clubs also allow students to manage their own projects - and even their own companies - while still in school.
suva  <Q>I aspire to work in the music industry post-MBA in Brand/Product Management, marketing artists and albums. What kinds of opportunities can Stern provide me? Also, are there any students who have pursued similar careers?

2008MBA Gian  <A>Hi Suva, There are many opportunities available. The Stern Worldwide Alumni Platform (SWAP) is a great resource, as I mentioned before. Many students have gone on to work at RCA Records, J Records, EMI, Warner and Universal, to name a few.

dr  <Q>What percentage of EMT students are interested in the entertainment industry exclusively, versus the tech industry?

2008MBA Jessica <A>There are opportunities for students to get involved in both, as there are companies where there is a lot of overlap. Being involved with both MESA and TANG will expose you to opportunities in both.

ajcs  <Q>How hard is it to switch careers in the American marketplace through an MBA program nowadays?

2008MBA Amir  <A>It is probably the best place to be if you are looking to switch careers. An MBA enables you to get into any career you wish. In order to do it successfully, we have at Stern the best career counselors to assist you in achieving your goals. The Office of Career Development at Stern has wealth of experience assisting students to switch careers and that, I think, is one of many advantages here at Stern.

edy  <Q>Is there a specific EMT course that is related to working in the music industry? (One that would help someone who wants to work for a record label?)

2008MBA Gian  <A>Hi Edy. The Business of Music and Film, taught by David Elner would definitely assist someone who would be interested in going to work for a record label. A full list of the Stern EMT classes can be found here: http://w4.stern.nyu.edu/emt/academic.cfm?doc_id=1797.

anonymous-mjs  <Q>I see a lot of discussion about Tisch, but do any EMT students complete coursework at the Journalism School? Is there a dual degree in Journalism?

Admissions2  <A>Stern offers seven dual degree programs with other NYU graduate schools. Please visit our website at http://w4.stern.nyu.edu/admissions/fulltime/innovativecurricula.cfm?doc_id=828 for more information. Students may also take up to 25% of their classes at other NYU graduate schools.
<Q>Will registration for the MEC be up soon?</Q>

2008MBA_Jessica <A>For more information on the Media and Entertainment Conference, please go to http://people.stern.nyu.edu/mesa/index.html.</A>

mattesonp <Q>I'm also looking at applying to UCLA and USC. Why is NYU better for EMT?</Q>

2008MBA_Gian <A>Hi Mattesnop, I would say that NYU is better simply because of the access. Due to our part-time program, we have a number of adjunct professors who work in the industry by day and come and teach us by night. Second we are located in the heart of New York City, which again lends itself to unparalleled access to entertainment and media businesses on a daily basis.</A>

**Question and Answer – General Admissions Questions**

sri <Q>What kind of work experience is preferred for admission? I am a Software Developer with little managerial responsibilities. But I would like to apply for an MBA to increase my growth potential. So with three years of full-time and two years of experience as a student, do you think it is advisable to apply?</Q>

Admissions1 <A>Hi Sri. What is important in regards to work experience is the quality and overall professional growth that you have experienced. Management of others is certainly not a prerequisite. Highlight your accomplishments and how you have added value to the overall business unit or company.</A>

bystander <Q>With a student body from such diverse backgrounds, what do you think is the key to making communication effective? In other words, how would you qualify the "fit" factor?</Q>

Admissions2 <A>The student body at Stern is one of the world's most diverse - a true reflection of our cosmopolitan New York location. Students come from across the United States and over 50 countries, bringing with them an amazing variety of experiences and backgrounds. The Stern community is very collaborative and supportive.</A>

Diana <Q>I'm sorry that my question is not related to EMT topic. Amir, you mentioned international programs. Can you tell me how difficult the process was to apply for them? Are they open to all MBA students?</Q>

2008MBA_Amir <A>Stern’s international programs are open to all students. Some of these programs such as the Doing Business in... courses are lottery based, which means that you will need to rank your preferences during the registration process. Others such as the exchange programs are interview based.</A>
Harshers  <Q>What is Stern’s grading system like?

2008MBA_Gian  <A>Hi Harshers. Stern classes are graded A,B,C,D and F. Classes in the Finance specializations are usually curved to avoid an inflation of grades.

np_84  <Q>I do not have any training in Finance. Will this be a problem during the application process or during my academic experience at Stern?

Admissions1  <A>Hi. Many of our students do not have a traditional business major from their undergraduate studies. We see majors from Engineering to English and everything in between. What is important is that you provide evidence that you will excel in the quantitative courses. We will look at your quantitative score on the GMAT and any type of analytical or quantitative experience that you have from your job.

billy123  <Q>With regards to admission, how are gap years (between first degrees and applying for an MBA course) viewed? I am planning to do six months charity work in China and a 10-week placement at a London (UK) investment bank. What other projects would be beneficial when applying for a technology/finance degree?

Admissions2  <A>Our admissions process is holistic. Work experience is one factor the Admissions Committee takes into consideration when reviewing your application. Please explain any past or current gaps in work experience in optional Essay 4.

TAnn  <Q>I am a current MBA student and am interested in a possible transfer. Do you have a one-third rule? Do you accept transfer credits? If so, how many do you accept?

Admissions1  <A>Unfortunately, we do not accept transfer credits. The full and part-time programs are 60-credit degrees, and all courses are taken through NYU Stern.

Ram  <Q>what is the minimum GMAT score and undergraduate GPA that Stern is looking for?

Admissions1  <A>Hi Ram. There are no minimums, it is truly a holistic process and we will look at your entire 'portfolio' - work experience, letters, GPA, GMAT, essays, etc.

admitme08  <Q>Admissions: Another question relating to the Consortium: are applicants considered as Round 1 or Round 2?

Admissions1  <A>If you apply for the Dec. 1 deadline, you will be considered as part of Round 1. If you apply by Jan. 5, you will be considered as part of Round 2.
Gauri  <Q>Is there financial aid available from Stern for international applicants?

Admissions2  <A>Merit-based scholarships are awarded to domestic and international students by NYU Stern. Applicants who apply by the first deadline will be given priority consideration for merit-based scholarships. You must be a U.S. citizen or U.S. permanent resident in order to receive Federal loans. International students are eligible for private domestic loans with a U.S. co-signer. If you have a US co-signer, you can apply for the full cost of attendance. If you do not have a co-signer, you are eligible to apply for up to $40,000.

Panacea  <Q>Is it true that Stern does not conduct telephone interviews and thus one needs to come to New York for an interview?

Admissions1  <A>This is correct, we do not conduct phone interviews. It really is beneficial for the applicant to come and visit our campus. This gives the applicant the opportunity to assess if the program is the right one for them. There are opportunities to interview off-site. However, priority interviews are given to those who apply by Nov. 15. There still is a chance that interviews will be available if you apply by Jan. 15, but unfortunately not by Mar. 15.

AnonymousPete  <Q>What is the time frame for notification of interview invitation for those applicants in Round 1?

Admissions2  <A>Applicants who submitted a complete application by November 15 are guaranteed to receive notification on or before February 15.

chacindu  <Q>Essay 3 seems very interesting. Can you tell me more about it?

Admissions1  <A>Sure, take the opportunity to let us know who you are. We receive all types of submissions, from essays to paintings to photography to poems. What is important is to submit something that you are comfortable with, but at the same time will give us a glimpse as to who you are as a person.

claire  <Q>Will filmmakers with little to no experience in business have any chance of being admitted into the dual degree program? Are you looking for a more diverse group of students to make up the inaugural class? Or are you looking for people with experience in the industry?
Students must be admitted to both programs separately in order to qualify for the dual MBA/MFA degree. Each school has its own evaluation process. Our MBA program is quite diverse. Stern students come from a wide variety of backgrounds in terms of undergraduate majors, industries and functions, and personal backgrounds. Our class profile is available online at http://w4.stern.nyu.edu/admissions/fulltime/exceptionalstudents.cfm?doc_id=395.

**Anonymous-mjs**

*Q* Can you elaborate on what to expect in the admissions interview, and how likely admission for interviewees is?

**2008MBA_Gian**

*<A>* Hey MJS. The admissions interview is really like a conversation. The admissions committee just wants to get to know you better and it is an opportunity for you to learn more about the school as well. Usually about 60-70% of interviewees are admitted.

**Ricohet**

*Q* Is every student who is being seriously considered for admission granted an interview, or are some students admitted without having been interviewed?

**Admissions1**

*<A>* All those who are offered admission will be interviewed first.

**Alexandra**

*Q* Does being an NYU undergrad alum help in the application process? How competitive will the film production program be? If I come from an arts background, is it wise to take some business courses prior to applying?

**2008MBA_Jessica**

*<A>* I believe that an NYU undergrad alum is viewed as the same as any other undergraduate institution. The one thing it may help with is familiarity with the campus and the surrounding neighborhood. My first few weeks I helped a lot of people figure out where to go for lunch or just how to navigate the campus. In terms of having an arts background, it depends on your comfort level with mathematical concepts. You learn most of what you need to know in the classroom, but it is helpful to know some basics about calculus. It's nothing you wouldn't be able to brush up on over the summer though.

**JMDodge**

*Q* Do you feel that there are more job opportunities open to full-time students rather than part-time? What are the benefits of going full-time rather than part-time?

**Admissions2**

*<A>* The programs are designed for two different types of students. The full-time program is great for people looking to make a significant change in their career, function or industry. These students will need to do not only coursework, but career preparations, informational interviews and an internship. Part-time students are much more interested in moving up in their fields and functions or making easier transitions. Both programs offer the same degree, coursework and faculty. The full-time MBA is a bit more structured in its approach while the part-time program is designed for maximum flexibility.
anonymous: The deadline of Nov. 15 has passed. Does that mean that it will be more difficult for international applicants to have an offsite interview?

Admissions1: Priority consideration is given to those who apply by the 1st deadline. Typically there are still some slots left for the second deadline, but unfortunately by the March 15 deadline there are no more opportunities.

Faye.q.yang: How important is the word limit on the essays?

Admissions2: Please adhere to the word limits in the essay instructions and use your best judgment.

abc123: Will I improve my chances of being admitted if my GMAT score, work experience and age falls into average stats (like GMAT score, age, work experience)?

Admissions2: Our admissions process is holistic. We do not have minimum score requirements. The statistics available on our website are just averages and ranges.

moonset: How competitive is Round 3? I'm afraid I won't be ready for the R2 deadline, but the opportunity cost of waiting one more year is too high for me.

Admissions2: Competitive applicants are admitted throughout the admissions process. The Admissions Committee encourages prospective students to apply when they feel like their application is the strongest it can be.

Martin_Mazza: How many electives outside Stern are you allowed to take?

Admissions2: Stern students may take pre-approved electives in a variety of areas at other NYU graduate schools. Stern students may take up to 25% of their classes at another NYU graduate school or abroad.
**JMDodge** <Q>Do you feel that there are more job opportunities open to full-time students rather than to part-time? What are the benefits of going full-time rather than part-time?

Admissions2 <A>Full-time students will work with the Office of Career Development (OCD). OCD offers many services. Beginning with individualized career counseling, cover letter and resume writing assistance and interview training, OCD sharpens a student's tools for career enhancement. Part-time students work with the Career Center for Working Professionals (CCWP). CCWP offers an extensive array of resources for working students in various stages of their careers. Like the Office of Career Development, the Center for Working Professionals offers individualized career counseling and self-assessment tools, career-oriented and professional development workshops, networking events and access to the Career Resource Center. Part-time students are not eligible to participate in formal on-campus recruiting.

**musicfan214** <Q>Are there negatives to applying through the Consortium as opposed to applying directly to NYU?

Admissions1 <A>Hi, There are certainly no negatives if you apply through the Consortium. If the Consortium mission speaks to you and you feel as though you would like to be a part of that network, that's great, we would encourage you to apply that way.

**Willie_Chiang** <Q>Does Stern have a 3rd Round application deadline? Is it true that it's almost impossible to be accepted 3rd Round if you're an international student?

Admissions2 <A>NYU Stern’s third deadline is March 15. International students are strongly encouraged to apply by the second deadline so that there will be enough time to process their visa.

**moonset** <Q>How much does a full time MBA at NYU cost for a married student?

Admissions1 <A>Tuition and fees are approx. $41,000/year.

**melanie_wong** <Q>Is work experience required?

Admissions2 <A>Work experience is not a requirement to apply, and you can apply while still in college. Many of our students have found they learn more in the classroom by having work experience, and it also can make them more desirable to recruiters. On average, our admitted students have five years of work experience. The decision to apply is yours.
oscar <Q>What do you advise as the maximum amount of work experience to have prior to applying?

Admissions1 <A>Hi Oscar, there is no maximum or upper limit in terms of job experience. We mainly look at the quality of your work experience and the transferable skills that you have built. With that said, the average amount of work experience is about five years.

melanie_wong <Q>How large is the average entering class?

Admissions1 <A>The class size changes every year, but on average, approximately 415-420 students start the full-time program every fall.

admitme08 <Q>Can students participate in more than one DBI program?

Admissions2 <A>Priority registration goes to students who have not participated in a previous DBI course. However, if space is available, students may be able to register for more than one DBI class.

micha <Q>I know that the Stern school offers on-campus housing. How much does this add to the overall cost?

Admissions1 <A>On-Campus housing is an option and the options available range from studio apartments to sharing a two-bedroom apartment with a roommate. For overall costs, this would be determined upon admission. However, the overall rates are more competitive than the open market rate for non-NYU housing.

Admissions Thank you for participating in NYU Stern’s Entertainment, Media & Technology Chat! We are coming to a close. If you have further questions please email sternmba@stern.nyu.edu. Thanks again and we look forward to seeing you in person or online again soon!

2008MBA_Amir It was a pleasure for me to answer all of your questions. I hope to see you all next year, as part of the class of 2010. Good Luck to all of you!

2008MBA_Jessica Thanks for chatting with us, and good luck in the process. Stern is the best school in the best city in the world to start a career in media and entertainment.

2008MBA_Andrew Thanks and Good Luck to you all! My advice for you all that are interested in Stern is to be focused on what you like about Stern and let it come through in your applications and interviews. Also, be enthusiastic!

2008MBA_Gian For everyone who is interested in attending NYU Stern, I would really recommend learning about what the school is about and what makes it
unique. Participating in the chat is a great start. Taking the opportunity to visit campus and reaching out to the Graduate Ambassadors is also a great step. Stern students are passionate about the school. Showing your passion for Stern is a great way to make yourself a competitive candidate.

Admissions1 Thanks everyone, best of luck and we hope to see you on campus!

Admissions2 Thank you for joining us. Please visit our website for more information. If you have additional questions, please email sternmba@stern.nyu.edu or call 212-998-0600.