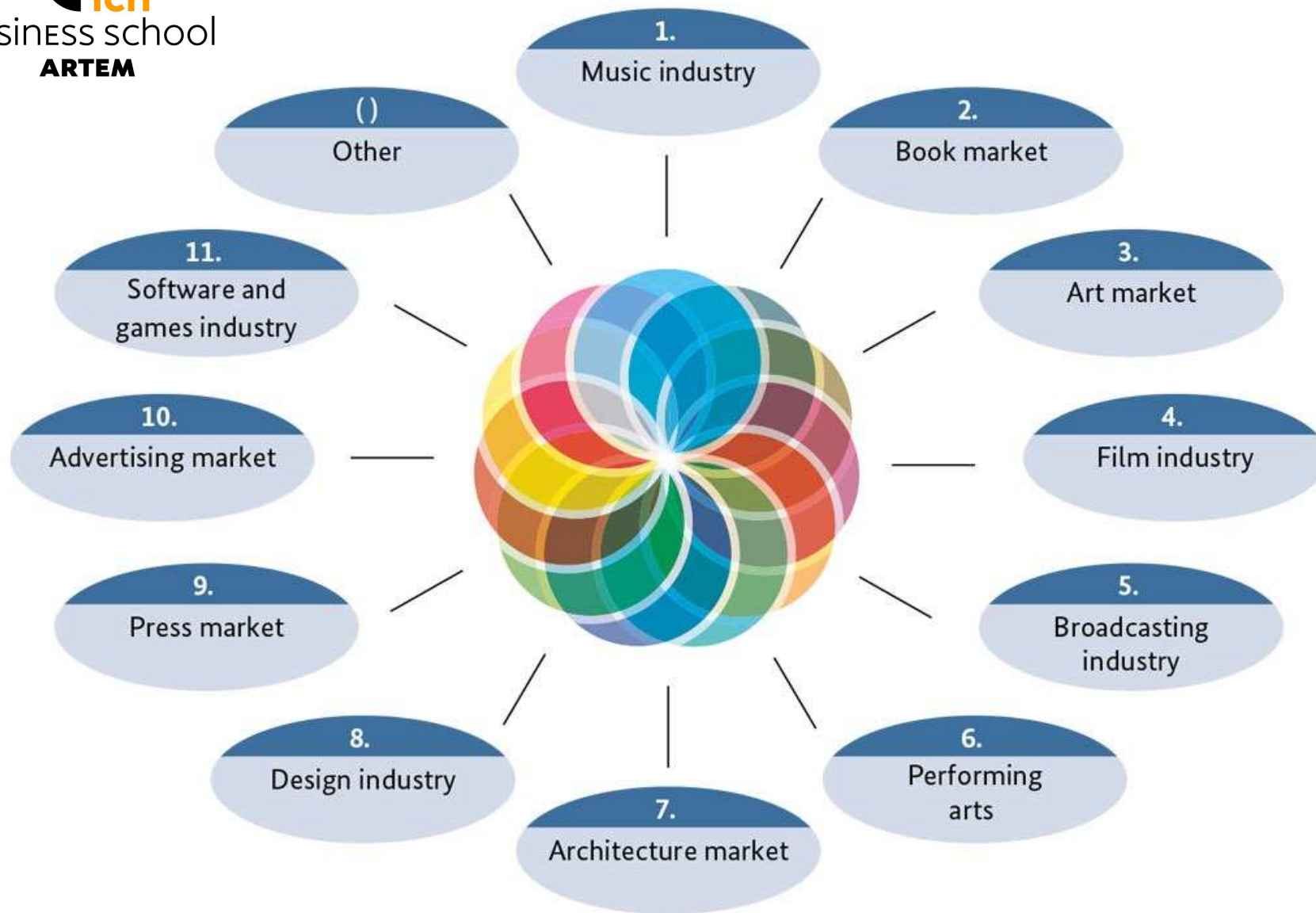




# From Arts to Digital : Creative Industries Management

*Rossella SORIO*







- The route Art and Entertainment Industry Management is in line with the ARTEM alliance philosophy based on creativity, multi and trans-disciplinarity.
- **Of particular importance is the Art and Entertainment Industry Management seminar which is practical in orientation, with teams tackling realistic and real-life projects.**

## ❑ ICN2 (1<sup>st</sup> Semester)

- CCI Digital Marketing - 30h (Rossella Sorio)
- Cultural Sustainability - 30h (Olga Ivanova)
- Creative Industries Management 1- 30h (Meeting with CCI Managers)

## ❑ ICN3 (2<sup>nd</sup> Semester)

- Art and Entertainment Events Management - 30h (*Sara Poer*)
- Consumption & Branding in CCI-30h (Insaf Khelladi)
- Creative Industries Management 2 - 30h (Meeting with CCI Managers)
- The Art and Entertainment Industry Management Seminar - 20h

## About the route

- Teaching language: 2/3 English/1/3 French
- Students need to understand and speak both English and French
- Number of teaching Hours: 200 hours (including 20 hours seminar)



- Middle and upper management positions in theatre companies, museums, sport, art galleries, tourist attraction companies, entertainment and production firms.

## Where are they right now?

- EUROPACORP (communication)
- The Kooples Diffusion (marketing)
- Passionartly Luxembourg (vente-commerce)
- MUDAM Luxembourg et Musée du Louvre (commerce produits dérivés)
- Institut Français du Cheval et de l'équitation
- UMC Group (communication)
- PIERRE BALMAIN

**Thank you for your attention!**

**Any questions???**

**For any question you may have**

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*CREATIVE THINKING MAKES THE DIFFERENCE\**

*\*La créativité fait la différence*