





**Dr. Kamel MNISRI**

## Art and Entertainment Industry Management



### About the route

- Teaching language: English
- Number of teaching Hours: 210hours (including 20hour seminar)



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## Do you know?




- French cultural and creative industry is worth 1.2 million jobs and 74.6 billion euros in turnover
- The Creative Industries accounted for 1.71 million jobs in 2013 (1.68 in 2012)

Sources: "The basis of French influence and competitiveness", published in November 2013 by EY  
Department for Culture, Media and Sport - UK "Creative Industries Economic Estimates" January 2014




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## About the route!



- The route Art and Entertainment Industry Management is in line with the ARTEM alliance
- This route introduces you to a broad range of topics in this industry
- **Of particular importance is the Art and Entertainment Industry Management seminar which is practical in orientation, with teams tackling realistic and real-life projects.**



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## Career opportunities

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



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## Modules

- **S4**
  - Art and entertainment management
  - Managing Creativity and sponsoring
  - Finance and intellectual property law
- **S5**
  - Entertainment marketing
  - Art, image and communication
  - Creative Industries management
  - The Art and Entertainment Industry Management seminar



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**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*