

# Art and Entertainment Industry Management

*Dr. Kamel MNISRI*



## About the route

- Teaching language: English/French
- Number of teaching Hours: 200hours (including 20hour seminar)

## About the route!



- The route Art and Entertainment Industry Management is in line with the ARTEM alliance philosophy
- **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 (2<sup>nd</sup> Semester)

- Art and entertainment management
- Managing creativity and sustainability (E-learning and face to face) **18H**
- Creativity & ideation processes workshop **(12H)**
- Production management and intellectual property law

## ■ ICN3 (1<sup>st</sup> Semester)

- Entertainment marketing
- Art, image and communication
- Creative industries management
- The Art and Entertainment Industry Management seminar

- Middle and upper management positions in theatre companies, museums, sport, art galleries, tourist attraction companies 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)
- 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*