

MBA SPÉCIALISÉ ESG

AUDIOVISUAL
Production



mbaESG

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www.mba-esg.com



Philippe Marcoux
MBA Program Director,
ESG Alumni, Director - Producer

The French audiovisual market has exploded in less than 10 years : there has been a huge increase in the number of television channels, (375 today), and producers. Needs for competent and capable entry level employees has never been greater. The Specialized MBA in Audiovisual Production was created in November 2003 to specifically respond to this need. Last year, this master level program was **qualified as the Best Program in France for Audiovisual Management** (according to the SMBG 2010). Our success is due to two key factor:

- More than forty active professionals from the audiovisual industry teach our students (producers, directors of production, heads of television channels, attorneys and legal consultants from the CSA (Superior Audiovisual Council) and the CNC (National Center for Cinematography).
- Students benefit from more than 500 hours of instruction and valuable internship experience at the same time.

Find the professional path of former students on the Club de l'audiovisuel website (www.cdla.fr), association of television and cinema professionals.

Purpose

Train managers that are adapted to the audiovisual world, capable of understanding and identifying the key technical, artistic, legal and financial elements needed in TV and cinema production.

Job Opportunities

Head of production, Director of film or TV production, Producer, film distributor, Program acquisition for TV channels, production assistant, Lawyer specialized in audiovisual laws...

Main Staff

BENSAID Reine

Head of Documentaries, TF1

CANTIN Denis

European Master of Audiovisual Management (EMAM) VP, Sales Europe, 20th Century Fox, Television Distribution

CASTANET Éric

Script doctor

CHAZAL Philippe

Photo Manager

COPPERMANN Nicolas

HEC Graduate, Managing Director, Group Robin & Co

DONBOLY Martine

Master in administration (Sorbonne)
Event Communication Consultant

FOSSATI Emmanuelle

Advertising Manager

FOUCHE Maxime

Vice director of productions Canal +

GOMES-PAREIN Jorge

Master in TIC Law France Télévision Distribution, Business & IT projects manager

GUILLOUX Didier

Representative, CSA

GUYONNET Françoise

Home Entertainment vice President
Studio Canal

D'HOFFELIZE Pierre

Production Manager

KNOBLOCH-BARD Anne-Sophie

Master in Artistic and Intellectual Property
Lawyer, Author Law and Audiovisual Law

LADHUIE Serge

Representative, CSA

LE GROUYER Jean-Paul

Fitter, cameraman

LANDAU Olivier

International consultant

LOUVIN Gérard

Producer

ORION Jean-Michel

CAPA DEA Community and European Law -
Legal Vice Director of France Télévisions

PERRUCHIONE Joël

Journalist et TV Producer

PLÈGUES Thierry

Chartered accountant

RASAMOELA Pierre

Director of Productions, Studio 37 (Orange)

ROUGERIE Catherine

Journalist, France Télévision Group

SIONNET Gilles

Production Manager - Assistant Director
Feature films director & producer

TADEJ Eddie

Master in Information Technology and
Communication Law, Executive Secretary CSA

Calendar

Semester 1

From October to end of January,
3 days per week
(Thursday/ Friday/Saturday)

Semester 2

From February to end of April,
2 days per week
(Friday/Saturday)

Internship

From May to December

Candidates

This program is open to all students with a 4 years bachelor's degree (specifically students from major business and management schools, law schools and communication and marketing schools) who want to specialize in the audiovisual market, and to professionals interested in directing production. The program is adapted to young bachelors or professionals who want to create their own production company.

PROGRAM FOR 2011-2012

Audiovisual market and actors

- The audiovisual landscape (french and european)
- CSA and CNC
- New ways of using audiovisual tools
- Impact of social media on the audiovisual industry
- Merging of contents formats (audiovisual, written, sound)
- The history of french television and series

Audiovisual production management

- Organizing an audiovisual production
- Production direction tv and cinema
- Producing sport programs
- Producing low cost
- Discover and produce new talents
- Post-production: estimates and post-production management
- Advertising, sponsoring and partnership
- Human resources applied to production

Program distribution and purchase

- Marketing and distribution in the audiovisual industry
- TV formats: international markets and negotiation
- Documentary purchase
- Video rights purchase
- Programming and program purchase

Audiovisual law

- Audiovisual and cinema works law
- Free lancer law
- Coproduction contracts and english copyright
- Copyright
- Image rights
- Sports contracts

- Author contract
 - Music production law
- ## Audiovisual financing
- Film production financing
 - Financing assistance (television and cinema)
 - Tax credit
 - General and analytical accounting
 - Business plan
 - Financial analysis
 - Budget preparation and management control

Audiovisual production technique

- Audiovisual direction
- Film director
- Shooting, camera and digital format
- Light, sound, video editing, sound mixing
- Live: conception, technique and management
- Script doctor
- Scenario analysis and call sheet conception
- The jobs of the audiovisual industry

Personal project & communication tools

- Resume and internship research workshop
- Interview: convince in 2 minutes
- Conception of a blog, dtp
- The pitch: present to convince
- Negotiate your first income
- Business english
- Non-compulsory: spanish, german, italian, hebrew, chinese, and japanese

Oral exam for personal project

The MBA class schedule was specifically coordinated to give students the opportunity to work with audiovisual companies during the period of the time when they are needed the most. This way students can take full advantage of an extended internship. As of today, all of our students have found internships lasting at least 6 months thanks our network of MBA alumni and professional teachers.

Réalisation of an audiovisual program

Students must present an applied research project beginning November or December. They have the choice of completing the research project or realizing a 2 minute audiovisual clip.



Guillaume Le Gros

Promo 2007
Assistant programmation
et acquisitions,
NBC Universal France

« I work in the programming, acquisition and production department at NBC Universal Global Networks France who produces channels like 13ème Rue and Sci Fi on Basic TV. I have several missions there : first, the viewing of TV films, documentaries and occasionally feature films and series. I have to make sure that the content of those audiovisual works matches the editorial policy of the channel. Another part of my job consists of preparing the presentation material for program schedule every month including forthcoming events and programs. I graduated from engineer school (Ecole Centrale). The ESG MBA allowed me to follow the path I always wanted and to find my dream job »

OUR 2011GRADUATES

If you are interested in one of these graduates please contact our Corporate relations department +33 (1) 55 25 69 23 or imalevaut@esg.fr
All our programs can be found at www.mba-esg.com



Alice AMARA / 23
Master of Interactive Communication & Multimédias (ISCOM Paris) - Good level of English - Currently in internship at M6 as a content program assistant



Julia BOUSQUET / 22
MA of Marketing & Advertising at the London College of Communication - Fluent English - Currently in internship at Epicentre Films Paris in film distribution



Mathilde CHIANESE / 24
Graduated in Audiovisual Production's degree (ESRA, Paris) & MBA ESG Sciences of Management - Fluent English - Currently in internship as programming ass. at TF6 / Série Club (TF1 & M6) - Looking for an internship / position in a motion picture company (distrib. & sales)



Jennifer AUBINE / 25
Master of Business and Management - Fluent English - Currently in internship at Lagardère Active as an assistant buyer



Pierre-Hadrien CAPOULADE / 24
Master in European Affairs at Sciences Po Bordeaux - Good level of English & German - Currently in internship at Les Films Sauvages as a production assistant



Alice COLIN / 22
Master of Science Communication at ISCOM (Paris) - Fluent English - Currently looking for an internship as an assistant buyer or as an international sales assistant



Elies AZAIEZ / 23
Graduated in International Business - Trilingual French, English & Italian - Art director and project manager at Diez Music, music label & executive production specialized on music videos



Kristel CASCAILH / 24
Master of Communication Law - Good level of English - Currently in internship at France 5 as a production assistant



Victoire DE ROUVRAY / 23
Master in Private Law - Good level of English - Currently in Internship at Troisième Oeil Paris as a development and production assistant



Antony BAPTISTA / 23
Master's degree in European Affairs - Fluent English & Spanish - Currently in internship at Mars Films as a marketing assistant



Pierre CAZENAVE-KAUFMAN / 22 / Graduated in International Business - Trilingual French, English & Spanish - CEO Diez Music, music label & executive production specialized on music videos



Anne-Laure D'HOOGHE / 25
BA in Film Studies (Hunter College of New York) & MA in Political Science (Paris II University) - Fluent in French, English & Portuguese - Post production assistant at Waymel Post Production

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Pauline DOUDOUX / 23

Magistere and Master of Law of Information and Communication Technologies at Poitiers Law Faculty - Fluent English - Currently in internship at BHD World Productions Paris as a prod. assistant - Looking for an internship as a feature film production assistant



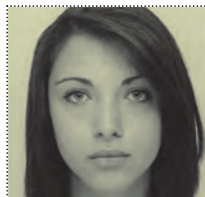
Maxime GRUMAN / 25

Specialized Master in Information Systems & Technologies Management at HEC Paris - Fluent English - Currently in internship at StudioCanal in International Marketing & Distribution



Jali LAMRIKI / 23

Graduated from the Institut Supérieur de Gestion - Fluent English - Looking for an internship as a film production assistant



Laura ELKAIM / 23

Master of Business & Entertainment Law at Sorbonne Paris & Common Law diploma (DULA) - Fluent English - Currently in internship at Cinemage (Sofica) in the legal and business affairs department



Mathilde JARRY / 23

Master's degree in Audiovisual Production (ESG) - Fluent English - Currently in internship as a production assistant at Studio89 (M6) - Interested in TV/cinema production - Looking for a prod. job in TV channels, advertising agencies or prod. companies



Blandine LASNIER / 23

MBA at Saint John's University in New York - Fluent English - Currently in internship at TF6/Série Club as a fiction buyer assistant



Ethel GARRIGUES / 24

Master of Communication Law at Paris II (Panthéon-Assas) - Fluent English - Currently in internship at Peupleforcinema as a film production assistant



Adrien JESTIN / 25

Bachelor in Business Administration at HEC Montreal (Canada) - Fluent English - Currently in internship at Les Films du Losange as an international sales assistant



Elodie LEWKOWICZ / 24

Master of Marketing & Advertising at ESG Business School Paris - Intermediate level in English - Currently in internship at AB as a tv buyer (series, films)



Victoria GIBERT / 22

Graduated in Business School - Work experience : 6 months within M6 Group - Currently working for broadcasting "Tous Ensemble" on TF1 Corp - Interested in programming and production for a TV channel



Laura KRYS / 23

Master's degree of Communication Law at Panthéon-Assas University (Paris II) - Fluent English - Currently in internship at Chabraque Productions as a film production assistant



Maud LUSZCZYNSKI / 26

Master's degree in Marketing & Advertising at ESG (Paris) - Fluent English - One year work experience in a feature film production company as a production assistant - Currently in internship at Zyló as an acquisitions and sales assistant



Jérémie MAITREJEAN / 23
Master's degree in European Law, International Business & Intellectual Property (UCL, Belgium) - Fluent English - looking for a job as a film production assistant. Currently in internship at Studio 89



Margaux RIVOALLAN / 24
Graduated in MBA Marketing & Communication - Fluent English - Currently working for Stromboli Films Paris, in charge of short films production - Looking for a position in movie production as a production assistant



Yan SHI / 23
Graduated in Direction of Films & Television (SHNU, Shanghai) - Fluent Chinese, English & French - Looking for an internship as a TV production assistant



Alizée MAREST / 25
Degree of IDRAC (University of Communication & European Marketing). I opted for a 5th year of university specialized in the techniques of broadcasting and audiovisual production - Looking for a job as a project manager of feature film and documentary



Oriane ROBERT / 24
ACOM, audiovisual and multimedia communication at Iscom Paris - Good english and spanish - Currently in internship at W9 Channel as a program assistant - I am looking for a production assistant job in a TV Channel



Alexandre TANGUY / 25
Master degree in Music/Sound Recording and Scoring Music at Conservatoire de Paris - Currently working as a freelance sound engineer and music producer - Looking for a position as a music supervisor



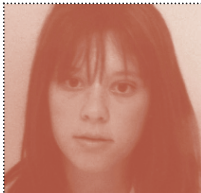
Jessica MOLHO / 24
Master in communication (Event & PR relation) at ISCOM (Paris 9) - Fluent English - Currently in internship at Fremantle Medias France in the Development department - I would like to specialize myself in production and development of webdocumentary / web series



Edimond SECRET / 25
MA Marketing and Communication at ESGI International and Communication Business School - Fluent English - Currently in internship at Sony Pictures Production



Jean-Francois TINARD / 27
Master of Business Law at the University of Law Sophia Antipolis - Fluent English - Currently in internship at La Parisienne d'Images, a production company linked with CANAL+



Laura NEUMAN / 23
MA of Communication & Advertising at Sup de Pub Paris - Fluent English - Currently in internship at AB Production (Paris) as a producer assistant



Marine SELLIER / 23
Master in Business Law and Taxation - Fluent English - Currently in internship at Paris Première (M6 group) as a production assistant



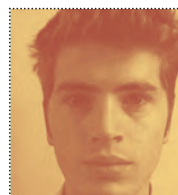
Love TOURE / 25
Master's degree in Intellectual Property Rights (University Panthéon Sorbonne) - Fluent English - Currently in internship in the business and legal affairs department of M6 Thématiques



Benjamin REYNTJES / 23
Master Management & Marketing at ISTEK (Paris) - Working knowledge of English - Native Spanish - currently in internship at Warner Bros. Pictures Paris as an assistant manager in the non-theatrical department



Cheima SELMI / 26
Master 1 Cinéma (Université Paris I Panthéon-Sorbonne) - Fluent English - Currently in internship at Warner Bros. Pictures France as an outright sales assistant



Hervé VILLEMAGNE / 26
Fluent English - Currently in internship at Mosaïque Films (Paris) as a documentary production and distribution assistant