

# Master of Entertainment Industry Management Program



**Carnegie Mellon University**

## 2015.2016 Student Handbook

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## TABLE OF CONTENTS

<a href="#"><u>INTRODUCTION</u></a>	1
<a href="#"><u>ABOUT HEINZ COLLEGE</u></a>	1.1
<a href="#"><u>MEIM MISSION STATEMENT</u></a>	1.2
<a href="#"><u>SUMMARY OF KEY REQUIREMENTS</u></a>	2
<a href="#"><u>MEIM RESOURCES</u></a>	2.1
<a href="#"><u>EDUCATIONAL PLANNING</u></a>	3
<a href="#"><u>ADVISORS</u></a>	3.1
<a href="#"><u>STUDENT RESPONSIBILITIES</u></a>	3.2
<a href="#"><u>CHANGES TO REQUIREMENTS</u></a>	3.3
<a href="#"><u>CURRICULUM</u></a>	4
<a href="#"><u>COURSE LOADS</u></a>	4.1
<a href="#"><u>CORE (REQUIRED) COURSES</u></a>	5
<a href="#"><u>ELECTIVES</u></a>	6
<a href="#"><u>RECOMMENDED SCHEDULE OF COURSES</u></a>	7
<a href="#"><u>FIRST YEAR (PITTSBURGH)</u></a>	7.1
<a href="#"><u>SUMMER INTERNSHIP</u></a>	8
<a href="#"><u>SECOND YEAR (LOS ANGELES)</u></a>	8.1
<a href="#"><u>THE CAPSTONE PROJECT</u></a>	9
<a href="#"><u>COLLABORATION</u></a>	9.1
<a href="#"><u>PAST CAPSTONE SPONSORS</u></a>	9.2
<a href="#"><u>INTERNSHIPS</u></a>	10
<a href="#"><u>THE SUMMER INTERNSHIP</u></a>	10.1
<a href="#"><u>SECOND-YEAR PRACTICUM</u></a>	10.2
<a href="#"><u>PRACTICUM CREDIT</u></a>	10.3
<a href="#"><u>UNIVERSITY LIBRARIES</u></a>	11
<a href="#"><u>WEB RESOURCES</u></a>	12
<a href="#"><u>RELATED MEIM PARTICIPATION CONTACTS</u></a>	12.1
<a href="#"><u>ACADEMIC INTEGRITY POLICY</u></a>	13
<a href="#"><u>GRADING GUIDELINES</u></a>	14
<a href="#"><u>EXPECTATIONS</u></a>	15
<a href="#"><u>ACTIVE PARTICIPATION IN CLASS</u></a>	15.1

<a href="#"><u>SELF-REGULATION</u></a>	15.2
<a href="#"><u>COHERENT, PROFESSIONAL WRITING</u></a>	15.3
<a href="#"><u>COLLEGIALITY</u></a>	15.4
<a href="#"><u>OTHER INFORMATION</u></a>	16
<a href="#"><u>TRANSPORTATION IN LOS ANGELES</u></a>	16.1
<a href="#"><u>FILM FESTIVALS/EXTRA-CURRICULAR OFFERINGS</u></a>	16.2
<a href="#"><u>ATTENDANCE FOR PLANNED EVENTS</u></a>	16.3
<a href="#"><u>LINKED IN MEIM GROUP</u></a>	16.4
<a href="#"><u>CAREER SERVICES</u></a>	16.5
<a href="#"><u>EMERGENCY PHONE NUMBERS</u></a>	17
<a href="#"><u>STATEMENT OF ASSURANCE</u></a>	18
<a href="#"><u>HANDBOOK INFORMATION</u></a>	19

## **1. INTRODUCTION**

This handbook provides specific information on the curriculum and program requirements for the Master of Entertainment Industry Management (MEIM) Program. Heinz College also publishes a separate handbook that details College-wide policies and procedures pertaining to educational planning, program committee, teaching, scheduling and course credit, performance standards, academic standing, ethics and discipline, student privacy rights and major forms and deadlines. Students should familiarize themselves with both, as each contains information that is critical for your success. These handbooks can be obtained through your program director and via the Heinz College website at:

<http://www.heinz.cmu.edu/academic-resources/student-handbook-forms/index.aspx>

### **1.1 ABOUT HEINZ COLLEGE**

The Heinz College was founded in 1968 by a small group of faculty members from the Graduate School of Industrial Administration (now the Tepper School of Business) to better prepare students for the challenges of public and non-profit sector management careers. Originally named the School of Urban and Public Affairs (SUPA), the College offered training in public policy and management through the Master of Science in Public Policy and Management (MSPPM) program. In 1982, the Master of Public Management (MPM) program was added to the College, and in 1987, the Master of Arts Management (MAM) program was created in collaboration with the College of Fine Arts. In the mid-1990's, the College added programs in information systems management to prepare students for private sector careers that bridge the gap between technology and business (MISM and MSISPM). The focus of these programs is on the intelligent application of IT in corporate environments. During the 2000's the program in Entertainment Industry Management was added, as was the MSPPM-DC track.

Over 10,000 students have graduated from the Heinz College and are employed by government, private industry, consulting firms and non-profit, arts, entertainment, and health organizations around the world. Most students in our full-time master's programs come to the Heinz College with three years or less work experience. Students in the part-time programs typically hold full-time professional positions and have 2 or more years of work experience.

In October 2008, the Heinz School became the H. John Heinz III College with two schools: the School of Information Systems and Management and the School of Public Policy and Management. These two schools serve as the platform for our educational programs listed below.

## 1.2 MEIM MISSION STATEMENT

The mission of the Master of Entertainment Industry Management (MEIM) Program is to prepare the next generation of successful executives and entrepreneurs for leadership in Film, TV, Music, & Video Game Production, Marketing and Content Distribution across all entertainment media platforms and screens.

The MEIM program instills critical thinking skills, encourages professionalism, integrity, and business ethics; and promotes career development skills to benefit graduates throughout their career. Based on Heinz College's world-class policy and management curriculum, the MEIM program balances a well-designed, rigorous graduate academic experience with practical professional skills acquired through internships with leading industry companies. The MEIM program seeks to create a diverse, global community that includes students, alumni, faculty and the media/entertainment professional community to collectively address the direction of the industry, and to promote positive and effective change through applied research and business strategies.

Students in the MEIM Program learn to:

- Understand and employ the theoretical foundations of entertainment industry management;
- Apply effective leadership tools, skills and techniques;
- Investigate and expand the field through theoretical and applied research;
- Function effectively in collaborative, team and project-based environments; and
- Operate efficiently in a connected, networked professional setting.

The MEIM Program supports its students through:

- Individual attention to the needs and aspirations of all students;
- A culture that values cooperation, collaboration, professionalism and personal responsibility, and
- An academic community that values diversity, promotes creative thinking, and encourages ethical behavior.

## 2. SUMMARY OF KEY REQUIREMENTS

- 1) Familiarize yourself with the MEIM Handbook to ensure that you comply with all program requirements. **If you do not meet all of the requirements for graduation, you will not be permitted to graduate.** You must submit requests for waivers of requirements or approval of special academic programs in advance.
- 2) To graduate, you *must* complete 198 units of coursework with at least a 3.0 cumulative Grade Point Average. You must successfully complete all first year course work in Pittsburgh prior to commencing the second year of the program in Los Angeles.
- 3) Your faculty advisor (Program Director) must approve your initial schedule and all schedule changes.
- 4) For each semester except your last, you must take between 45 and 60 units. In your final semester, you must take at least 36 units. This means that you will have to take at least five elective credits during the final semester in order to reach 36 units and be considered full-time. If you want to take more or less than the suggested number of credits, you must submit a petition to the Director of the MEIM Program **in advance**.
- 5) Students can change their schedules -- once they have met with their advisor -- using Carnegie Mellon's Online Registration, up until the official Add/Drop deadline for the semester or mini.
- 6) You are permitted to take up to 12 units of Independent Study, but you must submit a petition to the Director of the MEIM Program for permission to take additional units.
- 7) If extenuating circumstances beyond your control prevent you from completing all requirements for a course by the end of a semester, you may ask the instructor for permission to take an incomplete and to make-up the work. If the instructor agrees (and s/he may refuse), you must sign a formal contract. You must sign the contract before the end of the semester, and you must complete the work by the end of the following semester. Instructors will impose grade penalties for incompletes, except when they are due to serious illness or other unavoidable circumstances.
- 8) It is your obligation to understand and comply with the rules of academic conduct at Heinz College. Penalties for breach of these standards can range from failure of the course to expulsion from the College. Be sure that you know each instructor's rules regarding permissible collaboration on assignments.
- 9) Unless there are extenuating circumstances, you must complete an internship (of 300 hours) between your first and second years in the program. The MEIM Program Director must approve this internship in advance.
- 10) A leave of absence must be requested in advance if you intend to be away from College for an extended period of time. Any student who interrupts his or her program of study without such approval will be deemed to have withdrawn and will be required to seek readmission before returning.

## 2.1 MEIM RESOURCES

There are several people who will be a part of your journey as a MEIM student. What follows are the key personnel who you will support you throughout your two years in the program.

A \* denotes Los Angeles based.

Name	Title	Email
Eber, David	Director, Admissions & Financial Aid	deber@andrew.cmu.edu
Green, Daniel*	Director, MEIM Program/ Academic Advisor Year One and Two	dtgreen@andrew.cmu.edu
Krishnan, Ramayya	Dean, H. John Heinz III College	rk2x@andrew.cmu.edu
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Maureen May	Associate Director, Career Services	mm@andrew.cmu.edu
Peyser, Brenda	Associate Dean, School of Public Policy and Management	peyser@andrew.cmu.edu
Reilly, Ross	Assist. Academic Advisor/ Year One	rossreilly@cmu.edu
Ryan, Mary*	MEIM Senior Academic Coordinator	maryryan@andrew.cmu.edu
Speedy, Jacqueline	Director, Student and Academic Services	jspeedy@andrew.cmu.edu
Tarnoff, John*	Head of Industry Relations, MEIM	jtarnoff@andrew.cmu.edu

### **3. EDUCATIONAL PLANNING**

#### **3.1 ADVISORS**

During your first year in Pittsburgh, you will have access to two advisors. One advisor will be the MEIM program director. You will also be assigned a first-year advisor (located in Pittsburgh) to help with day-to-day advisement. Your advisors can help you in selecting courses and working through academic problems. You should plan to meet with your advisor each semester, but feel free to call upon your advisor or program director at any time. It is your responsibility to obtain approval and communicate schedule and class changes to the program director as well the assigned advisor. In the second year of the program, the program director will act as your sole academic advisor.

#### **3.2 STUDENT RESPONSIBILITIES**

The College's faculty and staff will try to help you in every way possible to successfully complete your program. However, it is ultimately your responsibility to ensure that you meet all of your program's requirements.

#### **3.3 CHANGES TO REQUIREMENTS**

This handbook is intended to summarize the policies of the MEIM curricular requirements. These policies and requirements may change. The College will make a serious effort to see that all students are informed of any relevant changes in policy or operations. In general, when such revisions and additions increase requirements, only the next entering class will be bound by such revisions unless specifically communicated to the student.



## 4. CURRICULUM

The MEIM Program is to be completed in two academic years of full-time study – one year in Pittsburgh and one year in Los Angeles. You must successfully complete all first year course work in Pittsburgh prior to commencing the second year of the program in Los Angeles. The MEIM curriculum is structured with a set of Common Core courses and electives. In order to successfully complete the MEIM Program, you must complete the following:

- 198 units of course credit;
- passing grades in all Core courses (unless you exempt them);
- approved electives;
- successful completion of the Capstone project; and
- all other standards for graduation, including meeting minimum grade point averages and completing the required practicum assignments (internships) in good standing.

### 4.1 COURSE LOADS

A full semester course carries 12 units of credit and is generally expected to require an average of 12 hours per week of time, including time spent in and out of the classroom. “Mini” courses are those that are half a semester in length; they generally carry 6 units of credit, and also require approximately 12 hours per week of time. At times, there may be a 3-unit elective “mini” course offered. These classes are set up to expose the student to a specific area or distinct subject matter in the entertainment industry.

You will need a minimum number of 54 units during each of the first two semesters in Pittsburgh. You will need approval from the program director for a course load that exceeds 60 units, but students are heavily discouraged from taking more than 60 units per semester. Individual circumstances may dictate a heavier or lighter course load in a given semester.

#### First Year - Pittsburgh

Fall Semester	Spring Semester
<ul style="list-style-type: none"> <li>• 48 Units Core</li> <li>• 6 Units - Electives</li> <li>• 54 Units minimum needed</li> <li>• Can take up to 60 units without approval</li> </ul>	<ul style="list-style-type: none"> <li>• 42 units Core</li> <li>• 12 Units – Electives</li> <li>• 54 Units minimum needed</li> <li>• Can take up to 60 units without approval</li> </ul>

#### Second Year - Los Angeles

Fall Semester	Spring Semester
<ul style="list-style-type: none"> <li>• 43 Units Core</li> <li>• Electives (Can take up to 13 units)</li> </ul>	<ul style="list-style-type: none"> <li>• 31 Units Core</li> <li>• Electives (Can take up to 18 units)</li> <li>• You will need at least 5 elective units to get to 36 units to be full-time status</li> <li>• Entire Year 2 = Need 90 units minimum</li> </ul>

164 Core + 34 Electives = 198 Minimum Units to graduate

## 5. CORE (REQUIRED) COURSES

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### *MEIM-Specific Core Courses:*

93.751 Creative Enterprises: For-Profit Structures (Entertainment Economics)	6 units
93.851 Film Economics, Marketing & Distribution	12 units
93.852 Production Management	6 units
93.853 Digital Content & Delivery	6 units
93.855 Intellectual Property Rights Issues	6 units
93.856 Business Development	6 units
93.858 Market Research in Entertainment	3 units
93.861 Script/Story Analysis	6 units
93.869 Television Economics	6 units
93.871 Television Business & Legal Affairs	9 units
93.876 Television Marketing & Advertising	6 units
93.889 Capstone Management Project I	3 units
93.890 Capstone Management Project II	9 units
93.887 Practicum I	1 unit
93.888 Practicum II	1 unit
94.900 Practicum (Summer)	0 units

### *Heinz College Courses:*

90.710 Applied Economic Analysis	12 units
90.711 Empirical Methods for Public Policy and Management	12 units
90.718 Strategic Presentation Skills	6 units
93.711 Entrepreneurship in Creative Enterprises	6 units
93.716 Human Resource Management	6 units
94.707 Principles of Marketing	6 units
94.700 Organizational Design and Implementation	6 units
94.701 Business English or (94.702) Strategic Writing Skills	6 units
94.800 Negotiation	6 units
95.725 Basics Financial Statement Literacy	6 units
95.726 Fundamentals of Finance	6 units
90.XXX An IT elective from a list to be provided	6 units

164 units of Core Classes

## 6. ELECTIVES

Below are courses MEIM students have taken as electives. Not every course will be available each semester. For a complete list of electives, please consult either the Heinz College Fall and Spring schedules of courses or the individual department catalogue:

<http://www.heinz.cmu.edu/academic-resources/course-schedules/index.aspx>

### Pittsburgh Electives

90.728 Database Management	(fall)	6 units
90.782 Multi-Media	(fall/spring)	12 units
90.801 Desktop Publishing	(fall/spring)	6 units
93.732 Marketing & Digital Strategy	(spring)	6 units
93.768 Woody Allen and Mel Brooks Films	(fall)	6 units
93.770 Scorsese and his Films	(spring)	6 units
94.801 Acting for Management	(fall/spring)	6 units
94.806 Privacy in a Digital Age	(fall/spring)	6 units
94.813 Project Management	(fall)	6 units
94.823 Measurement & Analysis of Social Media	(fall/spring)	12 units
95.722 Digital Transformation	(fall/spring)	6 units
95.808 IT Project Management	(fall/spring)	6 units
95.825 Corporate Finance	(fall)	6 units
95.859 Innovation & Technology	(fall)	6 units
45.872 Technology Strategy	(fall)	6 units
53.471 Game Design Prototyping	(spring)	12 units
53.733 Fundamentals of Producing	(fall/spring)	9 units
53.871 Rpg Writing Workshop	(spring)	9 units
53.872 Storytelling in Entertainment Technology	(spring)	9 units
54.793 Intro to Writing for TV	(spring)	9 units

### Los Angeles Electives

93.854 Film Acquisition	(spring)	3 units
93.857 The Business of Gaming	(fall)	4 units
93.859 Music Supervision	(spring)	3 units
93.878 Branded Entertainment	(spring)	3 units
93.865 The Future of the Industry	(spring)	3 units
93.866 Creative Producing	(spring)	6 units
93.868 Entertainment Ethics	(fall)	3 units
93.873 Film Exhibition	(spring)	3 units
93.879 Navigating...Realities of the Film Industry	(fall)	3 units
93.862 Digital Strategy	(fall)	3 units

## 7. RECOMMENDED SCHEDULE OF COURSES

The following schedule of courses, recommended by the MEIM Program, meets the *minimum* unit requirements for graduation (198 units).

### **MEIM Course Schedule for the Class of 2016**

Year 1 Fall : 48 Core (6 electives) = 54 minimum

Year 1 Spring: 42 Core (12 electives) = 54 minimum

Year 1 = 108 units minimum

### **Summer between year one & two:**

Need to complete Summer Practicum (0 units)

Year 2 Fall: 43 Core (up to 13 electives)

Year 2 Spring: 31 Core (up to 18 electives)

Year 2 = 90 units minimum, unless more in year one

**164 Core + 34 Electives =**

**198 Units Total to graduate**

NOTE: Core courses must be taken according to the schedule below, unless you obtain permission from the MEIM Program Director to defer required courses or you exempt the class. If you exempt a first-year required course, contact your advisor about appropriate electives or other core courses you might take, either at Heinz, Tepper or another School at the University. Please note that you must successfully complete all first year classes (in Pittsburgh) before commencing the second year of the program (in Los Angeles).

## 7.1 FIRST YEAR (PITTSBURGH)

### **Fall Semester 2015**

### **Spring Semester 2016**

Course Number	Course Name	Units	Course Number	Course Name	Units
90.710	Applied Economic Analysis	12	90.718	Strategic Presentation	6
90.711	Empirical Methods	12	93.711	Entrepreneurship	6
93.716	HR Management	6	93.751	Creative Enterprise: For-Profit Systems	6
93.861	Script/Story Analysis	6	94.701	Business Eng or (94.702) Strat. Writing	6
94.700	Org Design & Implement.	6	94.800	Negotiation	6
94.707	Principles of Marketing	6	93.725	Financial Statement Literacy	6
xx.xxx	IT Elective from list TBD**	6	93.726	Fundamentals of Finance	6
			xx.xxx	IT Elective from list TBD**	6
			xx.xxx	Electives	6
	<b><u>Sample IT Elective List</u></b> <b><u>(other IT classes available)</u></b>				
90.782	Multimedia (12)	54 Core (6 from IT electives in either fall or spring semester)			42 Core 12 Elective units = 54 units total
90.801	Desktop Publishing (6)				
94.806	Privacy in the Digital Age (6)				
94.823	Measuring Social (6)				
90.728	Database Management (6)				
95.722	Digital Transformations (6)				
95.732	Marketing & Digital Strategy (6)				
95.808	IT Project Management (6)				

**8. SUMMER INTERNSHIP: BETWEEN YEAR ONE AND TWO****Summer 2016**

Course Number	Course Name	Units
94.900	Summer Practicum	0

**8.1 SECOND YEAR (LOS ANGELES)****Fall Semester 2016****Spring Semester 2017**

Course Number	Course Name	Units	Course Number	Course Name	Units
93.851	Film Econ Mktg. & Distribution	12	93.853*	Digital Content and Delivery	6
93.852	Production Management	6	93.855	Intellectual Property	6
93.869	Television Economics	6	93.856	Business Development	6
93.871	TV Bus & Legal Affairs	9	93.858	Market Research in Entertainment	3
93.876	TV Marketing & Advertising	6	93.888	Practicum II	1
93.887	Practicum I	1	93.890	Capstone II	9
93.889	Capstone I	3	-----	-----LA Electives-----	---
-----	-----LA Electives-----	---	93.854	Film Acquisitions	3
93.857	The Business of Gaming	4	93.866	Creative Producing	6
93.868	Entertainment Ethics	3	93.873	Film Exhibition	3
93.879*	Navigating the Industry	3	93.859	Music Supervision	3
93.862	Digital Strategy	3	93.878	Branded Entertainment	3
			93.865	The Future of the Industry	3
		43 Core 13 Elective units offered			31 Core 24 Elective units Need 36 unit minimum
	* 93.879 is pass/fail course * Some LA electives may change due to faculty availability			* 93.853 counts as Heinz IT elective	

## 9. THE CAPSTONE PROJECT: ENTERTAINMENT INDUSTRY PARTNERS

A key feature of the MEIM second-year curriculum is the Capstone Project. This yearlong mandatory course goes further than a traditional thesis by giving students the opportunity to work on a topical applied research project under the direction and guidance of a marquee entertainment business client company. The Capstone project offers students the opportunity to apply and demonstrate their analytical and practical management skills in relation to a specific concept or issue while addressing and deepening their understanding of the challenges and issues the entertainment industry faces on a daily basis.

### 9.1 COLLABORATION

The Capstone thesis gives students the opportunity to work together in teams, much as they will do in their actual careers within this very project-centric, team-oriented industry. Researching, compiling, drafting and presenting the Capstone Project provides students with a compelling “deliverable” on their resume, further supporting their career prospects. Work experiences gained from student projects provide strong comparative advantages to graduating students in job interviewing and acquiring job offers. There is both a writing component and a presentation component related to the Capstone thesis. Working together on the Capstone, students will:

- Develop project management, teamwork, and communication skills
- Integrate and synthesize the lessons from prior coursework
- Engage in a "real world" organizational experience
- Earn “bragging rights” around a professional project for an industry company performed as part of the degree.

### 9.2 PAST CAPSTONE SPONSORS HAVE INCLUDED:

<ul style="list-style-type: none"> <li>• BBC America</li> <li>• C4 R &amp; D</li> <li>• Concord Music (Stax Records)</li> <li>• D Squared Entertainment</li> <li>• Fox Television Studios</li> <li>• IMAX</li> <li>• IPSOS OTX Research</li> <li>• Jerry Bruckheimer Games</li> <li>• LD Entertainment</li> <li>• Lionsgate Entertainment</li> <li>• Neon Studios</li> </ul>	<ul style="list-style-type: none"> <li>• Networked Insights</li> <li>• Nielsen Company (Nielsen, NRG)</li> <li>• PwC</li> <li>• Sundance Institute</li> <li>• The Producers Guild of America</li> <li>• Twitter</li> <li>• Troika Pictures</li> <li>• Variety Media</li> <li>• Warner Bros. Studios</li> <li>• Walt Disney/ABC Television Group</li> </ul>
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## 10. INTERSHIPS

The required practicum (internship) assignments allow the students to gain first-hand knowledge of how the theories and principles learned in the classroom are implemented in the profession. Not only will this practicum allow students to test and refine classroom experiences in a professional setting, but it also allows students to enhance their personal network of contacts and build their resume. The internships also serve as the foundation for many discussions in the rest of the program's curriculum. There is an internship requirement during the summer (94.900) and both the fall (93.887) and spring (93.888) semesters of the second year of the program. There is no internship requirement in the first year of the program, though some students do partake in opportunities while in Pittsburgh. Students may do an internship after conferring with the Program Director and the Career Services MEIM representative.

### 10.1 THE SUMMER INTERSHIP

The mandatory summer internship is intended to acquaint MEIM students with industry practices and vernacular, to strengthen the students' professional networks and to expand students' skills, knowledge and resumes. Students enroll in a 0 unit Summer Practicum class (94.900).

During the summer between the first and second year of study, MEIM students complete an eight-to-ten week, full-time internship at a film, television, digital production studio, music, gaming production company or a related agency. The internship is a core requirement and a graduation requirement of the MEIM Program. Students cannot progress to the second year of the program without successfully completing the summer internship. Please note the following in regard to the summer internship:

- Minimally, the internship requires the equivalent of eight-to-ten weeks of employment at 30 hours per week (or approximately 300 hours minimally). The internship should have formal supervision, be professional in nature, include work that is of importance to the organization, and should have significant educational value.
- Before beginning the internship, students must complete the online [Career Services Internship Reporting Form](http://www.heinz.cmu.edu/jobs-and-internships/students/internship-reporting-form/index.aspx) for approval:  
<http://www.heinz.cmu.edu/jobs-and-internships/students/internship-reporting-form/index.aspx>  
The internship will be verified with the students' supervisors and then approved. Students must notify their Career Advisor of any significant changes in their internships, such as length, location, hours of work, etc.
- Once the internship has been approved, students will be registered for the zero-unit internship course. Students will not receive academic credit for the internship, but it will be reflected on their transcript as a course with P/F grade. If a student plans to exempt the internship, they will need to complete the [Petition for Course Exemption](#).
- Near the end of the internship, the Career Services Office will request supervisors to complete a Student Performance Evaluation Form.

- **F1 Visa Students:** You must apply for Curricular Practical Training (CPT) employment authorization for your summer internship. CPT authorization is required regardless of the internship being paid or unpaid. CPT is only available to F-1 students who have not graduated and who have been enrolled on a full-time basis for one full academic year (i.e. fall and spring.) The MEIM program requires students to complete a summer internship, therefore international students can qualify for CPT. Processing CPT may take up to 2 weeks and you cannot begin employment until you receive authorization. Guidelines, forms and instructions can be found at the [Office of International Education's website](#).

## 10.2 SECOND-YEAR PRACTICUM

The second-year practicum is an immersion in the heart of the entertainment industry, exponentially enlarging the benefits of the previous skills and providing the students with a critical platform for showcasing their knowledge and experience.

Unique to the program is the schedule that allows students to work nearly full time (30+ hours/week – Mondays through Thursdays) in the management divisions of film, interactive, music, gaming, television studios, production companies, agencies or related firms supporting the entertainment industry.

## 10.3 PRACTICUM CREDIT

The MEIM Program recognizes that federal labor law requires the film/television/music/gaming industry to limit internship opportunities to students who receive formal credit for the practicum. The fact that internships are degree requirements (section 10) is sufficient for most firms' human resources and legal department, but MEIM students may encounter practicum opportunities where more formal credit is required. Because of this, MEIM students enroll for practicum credit (94.900 – summer, 93.887- fall, 93.888 - spring). These are either 0 or 1-unit core class requirements in the program.

According to the U.S. Department of Labor, an internship should be similar to the training a student would receive in an educational environment. The internship experience should be beneficial to the intern and the intern should work under the supervision of existing staff at the company. For that reason, work related to the MEIM internships is to be on-site and not performed remotely. Though a student may be paid for the internship, an intern is not automatically entitled to wages for the time spent at the internship. Many of our students have subsequently been hired at the company where he or she has interned, but it should be noted that the intern is not entitled to a job at the conclusion of the internship.



## 11. UNIVERSITY LIBRARIES

The University Libraries provide a range of services including access to the Libraries' collections, expertise, and facilities; use of collections held by other libraries; and services enabling Carnegie Mellon students, faculty, and staff to deposit their work in the University Libraries.

The University Libraries host a web page ([www.library.cmu.edu](http://www.library.cmu.edu)) that provides access to numerous resources useful to faculty and students in public affairs and administration. These include library catalogs, databases, subject web pages, a virtual reference desk and more. Some frequently used journals include: Human Rights Quarterly, Contributions to Economic Analysis & Policy, Economic Policy Review, Business & Politics, and Global Economy Journal.

The web page also has links to sites focusing on associations and societies, gateways, government documents, journals, reference resources, statistical sources, think tanks and academic departments.

Access to most library databases is university-wide and searchable from on- or off-campus. Some of the available databases concerned with public affairs and administration include: PAIS International, INFORMS PubsOnline, Homeland Security Digital Library, LexisNexis Academic, LexisNexisCongressional, CQ Library and ProQuest.

There are three libraries on campus at Carnegie Mellon to which all students, staff and faculty have access:

- Hunt Library, 4909 Frew Street
- Mellon Institute Library, Mellon Institute, 4<sup>th</sup> floor, 4400 Fifth Avenue
- The Engineering and Science Library, Wean Hall, 4<sup>th</sup> floor

Members of the Carnegie Mellon community can use and borrow directly from The Carnegie Library of Pittsburgh and the University of Pittsburgh libraries except for those that do not participate in the Oakland Library Consortium (OLC): Fine Arts, Law, Nursing, Western Psychiatric Institute, and the Pitt branch libraries in Bradford, Greensburg, Johnstown, and Titusville.

## 12. WEB RESOURCES

MEIM Web Page	<a href="http://www.heinz.cmu.edu/school-of-public-policy-management/entertainment-industry-management-meim/index.aspx">http://www.heinz.cmu.edu/school-of-public-policy-management/entertainment-industry-management-meim/index.aspx</a>
MEIM LinkedIn	<a href="https://www.linkedin.com/profile/view?id=323454207&amp;trk=nav_responsive_tab_profile">https://www.linkedin.com/profile/view?id=323454207&amp;trk=nav_responsive_tab_profile</a>
MEIM Twitter	<a href="https://twitter.com/meimprogram">https://twitter.com/meimprogram</a>
University Web Resources	<a href="http://www.cmu.edu">www.cmu.edu</a>
University Libraries	<a href="http://www.library.cmu.edu">www.library.cmu.edu</a>
Blackboard	<a href="http://www.cmu.edu/blackboard/">www.cmu.edu/blackboard/</a>
Heinz College Web Resources	<a href="http://www.heinz.cmu.edu">www.heinz.cmu.edu</a>
Course Schedules	<a href="http://www.heinz.cmu.edu/academic-resources/course-schedules/index.aspx">www.heinz.cmu.edu/academic-resources/course-schedules/index.aspx</a>
Course Descriptions	<a href="http://heinz.cmu.edu/academic-resources/course-results/index.aspx">http://heinz.cmu.edu/academic-resources/course-results/index.aspx</a>
Academic Calendar	<a href="http://www.heinz.cmu.edu/current-students/academic-calendar/index.aspx">www.heinz.cmu.edu/current-students/academic-calendar/index.aspx</a>
Events Calendar	<a href="http://www.heinz.cmu.edu/events/index.aspx">www.heinz.cmu.edu/events/index.aspx</a>

### 12.1 RELATED MEIM PARTICIPATION CONTACTS

Listed below are some of the organizations that MEIM students have been involved with in the past.

Academy of Television Arts and Sciences	<a href="http://www.emmys.com">www.emmys.com</a>
Hollywood Radio & TV Society	<a href="http://hrtv.org">hrtv.org</a>
Film Independent	<a href="http://www.film-independent.org">www.film-independent.org</a>
The American Pavilion at Cannes	<a href="http://www.ampav.com">www.ampav.com</a>
The Creative Minds Group at Cannes	<a href="http://thecreativemindgroup.com">thecreativemindgroup.com</a>
Sundance Film Festival	<a href="http://sundance.org">sundance.org</a>
South By Southwest Film and Interactive Festival	<a href="http://sxsw.com">sxsw.com</a>
Festival de Cannes	<a href="http://www.festival-cannes.com">www.festival-cannes.com</a>

### 13. ACADEMIC INTEGRITY POLICY

The following is Carnegie Mellon University's policy on academic integrity, excerpted from the University policy at [http://www.cmu.edu/policies/documents/Academic\\_Integrity.htm](http://www.cmu.edu/policies/documents/Academic_Integrity.htm).

"Students at Carnegie Mellon are engaged in preparation for professional activity of the highest standards. Each profession constrains its members with both ethical responsibilities and disciplinary limits. To assure the validity of the learning experience a university establishes clear standards for student work.

In any presentation, creative, artistic or research, it is the ethical responsibility of each student to identify the conceptual sources of the work submitted. Failure to do so is dishonest and is the basis for a charge of cheating or plagiarism, which is subject to disciplinary action.

Cheating includes but is not necessarily limited to:

- Plagiarism, explained below.
- Submission of work that is not the student's own for papers, assignments or exams.
- Submission or use of falsified data.
- Theft of or unauthorized access to an exam.
- Use of an alternate, stand-in, or proxy during an examination.
- Use of unauthorized material including textbooks, notes or computer programs in the preparation of an assignment or during an examination.
- Supplying or communicating in any way unauthorized information to another student for the preparation of an assignment or during an examination.
- Collaboration in the preparation of an assignment. Unless specifically permitted or required by the instructor, collaboration will usually be viewed by the university as cheating. Each student, therefore, is responsible for understanding the policies of the department offering any course as they refer to the amount of help and collaboration permitted in preparation of assignments.
- Submission of the same work for credit in two courses without obtaining the permission of the instructors beforehand.

Plagiarism includes – but is not limited to – failure to indicate the source with quotation marks or footnotes where appropriate if any of the following are reproduced in the work submitted by a student: a phrase, written or musical; a graphic element; a proof; specific language; and an idea derived from the work, published or unpublished, of another person."

#### 14. GRADING GUIDELINES

Instructors are responsible for determining their own grading scale to establish how many points a student needs in order to earn a particular grade. However, the Heinz College operates on the grade weighting system shown below:

Grade	Interpretation	Points	Credit Toward Graduation
A+	Exceptional	4.33	Yes
A	Excellent	4	Yes
A-	Very Good	3.67	Yes
B+	Good	3.33	Yes
B	Acceptable	3	Yes
B-	Fair	2.67	Yes
C+	Poor	2.33	Yes
C	Very Poor	2	Yes
C-	Minimal Passing	1.67	Yes
R	Failing	0	No

The Heinz College faculty has endorsed guidelines for grades. The mean grade in a core class should be 3.33 - 3.42 and in advanced core, concentration and elective courses it should be 3.5. For project courses, the mean grade should be 3.66.

These standard-grade guidelines result from the substantial variation that emerged in grading practices across the courses and a slow but steady grade inflation that set in over the past years. There might be instances where extraordinary performance by an entire group of students – extraordinary in either direction – will determine that grades should depart from these guidelines. Still, keep these guidelines in mind as you assign grades.

## **15. EXPECTATIONS**

It is important that you communicate effectively and efficiently when dealing with staff, faculty, and fellow students. It is not enough to just show up at classes. To make the most out of the program, you should stay engaged and committed. Keep in mind the following as you progress as a master's student.

### **15.1 ACTIVE PARTICIPATION IN CLASS**

Your contribution in class is vital. Your focused and attentive participation, openness to others' ideas, and positive attitude toward the learning experience are expected throughout the courses offered in the MEIM program. Many faculty members (and almost all faculty in LA) will have a grading component hinged to class participation.

### **15.2 SELF-REGULATION**

As a master's student, you are expected to regulate your own behavior and to not need to be reminded of deadlines. Ask for feedback, take the initiative to get what you need from classes, and be courageous in the questions you ask. Take risks and take responsibility for your own learning.

### **15.3 COHERENT, PROFESSIONAL WRITING**

You are expected to write in a way that is clear, concise, coherent, and professional. Every written assignment should be at least a second draft. If you have difficulty with your writing, Carnegie Mellon offers assistance on campus. In addition, there are tutors designated to assist MEIM students in both Pittsburgh and Los Angeles. It is to your advantage to take the initiative to pursue assistance in these areas. You also need to keep electronic communication (emails/ LinkedIn) respectful and professional. Communicating effectively is paramount in the entertainment industry.

### **15.4 COLLEGIALITY**

At its heart, the MEIM program is an opportunity for you to become a colleague with your classmates and others you meet in the program, including professors. In past years, some teachers have even asked students to work on professional projects outside of class. Respect for one another's ideas, a willingness to engage the hard questions, and openness to new ways of thinking about issues are some of the hallmarks of collegiality. An appropriate balance of challenge and support for one another is expected in the program.

## **16. OTHER INFORMATION**

The entertainment industry is very exciting, but can be quite competitive. The move to Los Angeles can also be intimidating at times. Rest assured that Carnegie Mellon staff, faculty and friends of the program will support you as you progress through the two years of the program. You will also have the support of the growing MEIM alumni population. You should take advantage of opportunities that may be presented to you. The two years will go by fast.

### **16.1 TRANSPORTATION IN LOS ANGELES**

Los Angeles is a large city with many transportation challenges. Unlike most big cities, Los Angeles has a poor public transportation system. Accordingly, it is highly suggested that you have access to an automobile and a valid driver's license upon your arrival in Los Angeles. If you have any questions or concerns about this issue, please speak with the Program Director prior to the end of the first year.

### **16.2 FILM FESTIVALS/EXTRA-CURRICULAR OFFERINGS**

All students in the program will attend South By Southwest Film and Interactive Festival in the first year of the program (March), and Sundance Film Festival in the second year of the program (January). Some students may have the opportunity to attend Cannes International Festival in France (May, year one). In addition, there are several guest speakers and seminars that will be offered throughout the two years you are in the program. It is expected that you will attend as many of these offerings as possible. Attendance at MEIM scheduled events in Pittsburgh should be considered mandatory.

### **16.3 ATTENDANCE FOR PLANNED EVENTS**

Please note that MEIM leadership takes great effort and expense to secure accommodations and tickets for film festivals and other planned events. Students are given plenty of notice regarding which events are mandatory and which events are optional. In addition, students are given time to decline attendance or participation to these events when possible.

As a result, if for some reason a student fails to show up for a film festival or other planned MEIM event that they were originally scheduled to attend, there will be a charge incurred that will be billed to the student's CMU school account. Extenuating circumstances will be taken into consideration, but those circumstances may or may not remove the possibility of a charge. Please be advised as you proceed through the program.

**16.4 LINKEDIN MEIM GROUP**

The MEIM program maintains a private sub-group on LinkedIn's Heinz College group exclusively for current MEIM students, alumni and faculty/staff. This is a convenient place to share information about business developments, including internship and job opportunities, networking events, cultural events, and other relevant MEIM updates. Students are encouraged to join the group at the beginning of year one

**16.5 CAREER SERVICES**

MEIM is a professional program focused on providing career development skills for our students. An assigned Heinz College Career Services Director (in Pittsburgh), working in tandem with the Head of Industry Relations and the Program Director (both based in Los Angeles), conduct a number of events to help students transition into their careers. Students are strongly encouraged to take advantage of these offerings, and to learn and use the College's "Career Navigator" database (instruction will be provided at the beginning of the first year).

**17. EMERGENCY TELEPHONE NUMBERS**

Carnegie Mellon University Police Department 300 South Craig Street, Suite, 199 (Filmore Street Entrance) Pittsburgh, PA 15213	Emergency: (412) 268-2323 Non-Emergency: (412) 268-6232 Email: <a href="mailto:campuspd@andrew.cmu.edu">campuspd@andrew.cmu.edu</a>
University of Pittsburgh Medical Center 200 Lothrop St, Pittsburgh, PA 15213	(412) 647-8762
Pittsburgh Fire Bureau Station 18 5858 Northumberland St Pittsburgh, PA	(412) 255-2863
North Hollywood Police Department 11640 Burbank Blvd, North Hollywood, CA 91601	(818) 623-4016
Providence Saint Joseph Medical Center 501 S Buena Vista St, Burbank, CA 91505	(818) 843-5111
Los Angeles Fire Dept. Station 60 (Tujunga Ave.) North Hollywood CA	(818) 756-8660
University Center Information Desk	(412) 268-2107
MEIM - Pittsburgh Hamburg Hall 1119E, 4800 Forbes Ave. Pittsburgh, PA 15213	(412) 268-6706
MEIM - Los Angeles 4640 Lankershim Blvd. Suite 125, North Hollywood, CA 91602	(818) 980-6346



**18. STATEMENT OF ASSURANCE**

Carnegie Mellon University does not discriminate and Carnegie Mellon University is required not to discriminate in admission, employment, or administration of its programs or activities on the basis of race, color, national origin, sex or handicap in violation of Title VI of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973 or other federal, state, or local laws or executive orders.

In addition, Carnegie Mellon University does not discriminate in admission, employment or administration of its programs on the basis of religion, creed, ancestry, belief, age, veteran status, sexual orientation or in violation of federal, state, or local laws or executive orders.

**19. HANDBOOK INFORMATION**

This MEIM Handbook supersedes and replaces all previous policies and procedures including, but not limited to, all memoranda or written policies which may have been issued on the subjects covered in this handbook prior to the revised date on page one. The policies included in this handbook are guidelines only and are subject to change.

*This document is updated in August of every year.  
The last update was completed August 11, 2015.*