EXECUTIVE PRODUCTION IN CREATIVE INDUSTRIES
NON-CREDIT PROGRAM WITH TRANSCRIPT

Join us in Montreal – home to some of the best entertainment and creative content production companies in the world including Cirque du Soleil, Cavalia, Cirque Eloize, Moment Factory, Franco Dragone to name a few – to learn from the top industry professionals.

DATES
July 27 - August 14, 2020 (3 weeks)

DESCRIPTION
This program is designed to provide a comprehensive understanding of the complex environment of creative industries and the role of executive producer, as well as practical knowledge and skills required to oversee, plan, organize, direct and control all the aspects and development phases of the end-to-end life cycle of capital-intensive large-scale creative content projects and commercial entertainment products.

COURSES

1. EXECUTIVE PRODUCTION FUNDAMENTALS (30 HOURS)
   This course will examine the complexities of entertainment industries, the role of executive producer, and business models of creative content projects, including fundamental principles and best practices of initiating, funding, planning and producing creative content projects.
   Upon completion of this course, you should be able to: explain the role of the executive producer and the life cycle of a creation; implement all the elements of a creative content business model; align project management processes around a creative or definite content model; develop creative concept presentation and learn how to pitch to investors; prepare and manage key contracts with customers, investors, designers and vendors; and more.

2. PROJECT MANAGEMENT IN PRACTICE (30 HOURS)
   This course explores the ten project management knowledge areas outlined in the PMI’s A Guide to the Project Management Body of Knowledge (PMBOK® Guide - Sixth Edition).
   These include Scope, Time, Quality, Cost, Human Resources, Communication, Risk, Procurement, Stakeholder and Integration management to demonstrate which traditional and agile project management methodologies can be applied to the realities of creative content environments and which ones need to be adapted.

ADMISSION REQUIREMENTS AND PRE-REQUISITES

Applicants must be currently enrolled in, or possess, a Bachelor’s degree in any discipline.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

- Tuition Fees: $2310 CAD
- Ancillary Fees: $385 CAD
- Total Program Fees: $2695 CAD
  (≈ $2025 USD*)

- Fees include:
  - International Health Insurance
    (for non-Canadian residents)
  - Course material
  - McGill Record of Study
  - Attestation of Completion of Program
  - Welcome & Orientation session
- Optional:
  - Accommodation (Double Occupancy):
    $825 CAD ($625 USD*)
  - Cultural and social activities
    (Fees to be announced)
- Not included:
  - Meals

*Invoicing is in Canadian dollars, USD pricing based on the June 11 2019 rate is for comparative purposes only and is subject to change.