Welcome to Entertainment Communication!

Presented by Jessica Piotrowski, EC Director
Today’s Plan

- Introductions
- Why a Master in Entertainment Communication?
- Our Goal
- Your Study Schedule
- Professional Prospects
- Questions
Introductions

- Name
- Bachelor Study?
- What do you *really* want to learn about while studying in the EntComm track?
Why a Master in Entertainment Communication?

■ Meet the demands of students and the industry

■ Entertainment media = multi-billion dollar industry!

■ Commercial companies, broadcasters, governments, and more … all want a piece of the entertainment pie!
Our Goal

Make YOU the expert …
on how to tailor entertainment media
to the needs of specific audiences

How? By teaching you …
- how to use scientific literature for practical insights
- how to separate fact from fiction
- how to identify AND conduct high quality research
- the current state of the entertainment media field
What to Expect this Year

- Small-scale, personal approach
- Internationally renowned experts as teachers
- Balance between theoretical foundations and practical applications
- Excellent links with both academia and corporate world
# Your Master’s programme

## Semester 1

<table>
<thead>
<tr>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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<tbody>
<tr>
<td>Development Media Entertainment (12 EC)</td>
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<td>Research Methods Tailored to the Thesis (6 EC)</td>
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<td>Clashing Views on Media Effects (12 EC)</td>
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<td>Thesis preparation phase 1</td>
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## Semester 2

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<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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<tbody>
<tr>
<td>Elective course (6 EC)</td>
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<td>Thesis (18ECTS)</td>
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<td>Elective course (6 EC)</td>
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<td>Thesis preparation phase 2</td>
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Specialization Seminar

Clashing Views on Media Effects

Sindy Sumter

view CANVAS page for info about first meeting
Specialization Seminar

Developing Media Entertainment

Jessica Taylor Piotrowski
Annemarie van Oosten

*first meeting on Tuesday – view CANVAS page ahead of time*
Thesis Preparation

Entertainment Communication Thesis Preparation

Marlies Klijn

first meeting - check rooster
Research Methods Tailored to Thesis

Block 3: 4 intense weeks in January
How do I choose an elective?

- The course registration will take place at the end of semester (November)

- Extensive information about the electives is offered in the course catalogue

- There will be an elective information event where lecturers provide all details on the content of their courses.

- Please note: registering for the electives is on a **first come, first serve** basis.
Your elective course choices*

- Brand Communication
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR) Communication
- Digital Analytics
- How Journalism saves the World
- Media Strategies
- Persuasive Design in a Digital Era
- Organisations on the Web: Corporate Websites, Social Media and Webcare
- Persuasion and Resistance
- Political Marketing
- Psychology in Political Communication
- Sustainability Marketing and Communication
- The Blind Spot: Tracking Young Media Users

* Please note: elective offerings are subject to change each year!
Professional Prospects

- Junior researchers
- Communication advisors
- Campaign managers
- Content managers
- Media strategist
- Media buyers
- Research executives
- Freelance journalists
Questions?

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