

Leadership and Management (Global Creative Industries), MLM

TBLDMGCMLM

Unlock your potential as a leader or manager of creative teams in film, music, gaming, design and more. Gain essential skills to succeed in the Fourth Industrial Revolution. In-person classes are offered in downtown Los Angeles, with online modules for flexible learning.

Program description

Degree awarded: MLM Leadership and Management (Global Creative Industries)

The MLM program with a concentration in global creative industries is for creatives seeking management training, and managers who lead creative teams. This 11-month graduate degree program delivers leadership and management fundamentals for success across sectors in the global creative industries, as well as a digital global mindset and a holistic approach to the global creative industries.

In this program, students gain the hard and soft skills needed to navigate and thrive in the Fourth Industrial Revolution (e.g., finance, accounting, marketing, data analytics, negotiation, cross-cultural communication and emerging digital technologies) and gain a deeper understanding of the creative process. Students attain a comprehensive set of practices that foster generative and sustainable innovation and implementation geared toward opportunity recognition within tomorrow's increasingly cross-border and trans-industry marketplace. The program prioritizes industry immersion in every class and focuses on the nexus of art and commerce, emphasizing creativity for managers and management for creatives.

At a glance

- **College/School:** [Thunderbird School of Global Management](#)
- **Location:** [ASU at Los Angeles](#)

Degree requirements

30 credit hours including the required capstone course (TAM 541)

Required Core (3 credit hours)

TAM 582 Communicating and Negotiating in a Dynamic Global World (3)

TGM 506 Communicating and Negotiating Across Cultures (3)

Concentration (9 credit hours)

HDA 521 Counting Arts and Culture: Reasoning with Empirical Evidence (3)

HDA 598 Topic: Creativity and Design Thinking (3)

TGM 503 Global Marketing (3)

TGM 549 Global Leadership (3)

TGM 567 Career Development for the Global Creative Industries (3)

TGM 568 Metaverse and the Global Enterprise (3)

Electives (15 credit hours)

Culminating Experience (3 credit hours)

TAM 541 Strategy in a Competitive World (3)

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in leadership and management or a related field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admissions application and application fee
2. official transcripts
3. one letter of recommendation
4. professional resume
5. written statement
6. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their current residency.

An applicant interview is also required.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

[expand](#)

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Develop the ability to inspire others in the global creative industries.
- Develop the ability to analyze complex global issues concisely.
- Apply design thinking to identify challenges to and opportunities for success in the creative industries.

Career opportunities

Graduates are well qualified for global leadership and management careers in film, television and new media; music; augmented reality, virtual reality and extended reality; gaming; design; the arts; location-based entertainment; e-sports; advertising; branding; and Metaverse tech such as gaming, blockchain, crypto and NFTs.

Career opportunities include professional titles such as:

- business development executive
- creative industries entrepreneur
- executive producer
- general manager
- graphic design manager
- marketing manager
- media relations manager
- product development executive
- production manager
- talent acquisition manager

Contact information

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