

Master of Arts in Global Affairs and Management: Creative Industries



About the program

The Master of Arts in Global Affairs and Management: Creative Industries (MAGAM-CI) is for creatives seeking the skills of management and managers seeking the craft of creativity. It is designed for individuals pursuing global leadership and management careers in film/television/new media, music, AR/VR/XR, gaming, design, dance, fashion, theatre, the arts and sports.

This 11-month graduate degree program delivers leadership and management fundamentals for success across sectors (business, non-profit and government) as well as a digital global mindset and holistic approach to the creative industries. The program prioritizes industry immersion in every class and focuses on the nexus of art and commerce. Courses are taught by Thunderbird's world-renowned faculty of academics and practitioners, including Ted Hope, former head of movies at Amazon Studios.

You will have access to professional opportunities across the creative industries and access to the Career and Professional Development Services.

3

Semesters
(Fall, Spring, Summer)



Downtown
Los Angeles

143

Countries with
Alumni Chapters

16

Weekends + residence
week and career boot
camp week

Full tuition cost (USD)
\$60,000; other fees may apply.
Scholarships available!

Who should attend?

- Early to mid-stage professionals pursuing careers in the global creative industries seeking next-level training and opportunities.
- Business-minded individuals looking to leverage a deeper understanding of creative practices or shift to a creative career.
- Creative-minded individuals looking to accelerate their careers by attaining a global digital mindset.



Program format

Course schedule is a hybrid mix of in-person class sessions at the Herald Examiner Building in downtown Los Angeles, synchronous online class sessions via Zoom, and asynchronous online learning modules which students can take at their own pace. The program includes a 7-day Residence Week in August and a 7-day Career Boot Camp Week in June.

Curriculum

Fall

- Global Affairs: Finding Your Way in the Global Creative Industries
- Counting Arts & Culture in the Global Creative Industries
- Communicating & Negotiating Across Cultures in Global Creative Industries
- Leadership & Strategy in the Global Creative Industries

Spring

- Creativity & Design Thinking in Global Creative Industries
- Finance & Accounting in Global Creative Industries
- Entrepreneurship & Sustainable Business in Global Creative Industries
- Marketing & Data Analytics in Global Creative Industries

Summer

- Technologies & Intellectual Property in Global Creative Industries
- Creative Industries Career Boot Camp

Companies where our graduates work

- Manager, Strategic Marketing Partnerships (Corporate Alliances) at The Walt Disney Company
- Corporate Social Responsibility Manager at Riot Games
- Assistant Account Executive at OH Partners
- Program Manager at Astro Studios

Requirements

- Undergraduate degree from an accredited university degree program
- Competitive TOEFL, IELTS, PTE, or Duolingo scores (if you did not graduate from an English-speaking university in a native English-speaking country)
- International experience preferred
- Submission of the online application, including:
 - Resume documenting the professional and academic history
 - One (1) essay responding to an application question
 - Contact information for one (1) professional or academic reference
 - Official transcripts from all previously attended undergraduate and graduate institutions
- Admissions interview(s)

APPLY NOW
Thunderbird.asu.edu



Contact us: +1 602-496-7100 | admission.tbird@asu.edu