

# Master of Leadership and Management: Global Creative Industries



## About the program

Thunderbird School of Global Management's Master of Leadership and Management with a specialization in Global Creative Industries (MLM - GCI) is for creatives seeking management training and managers who lead creative teams. It is designed for individuals pursuing global leadership and management careers in film/television/new media, music, augmented reality (AR), virtual reality (VR) and extended reality (XR), gaming, design, dance, fashion, theater, the Arts, themed & location-based entertainment, esports, sports, advertising, and branding.

This 11-month graduate degree program delivers leadership and management fundamentals for success across sectors (business, nonprofit, and government) as well as a digital Global Mindset and holistic approach to the global creative industries.

In this program, students will gain the hard and soft skills needed to navigate and thrive in the Fourth Industrial Revolution (i.e., finance, accounting, marketing, data analytics, negotiation, cross-cultural communication, etc.) and gain an understanding of how creativity really works. Students attain a comprehensive set of practices that fosters generative and sustainable innovation and implementation geared towards 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.

3

Semesters  
(Fall, Spring, Summer)



Downtown  
Los Angeles, CA

145

Countries with  
Alumni Chapters

16

Weekends + residence  
week + career  
boot camp week

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

Thunderbird School of Global Management  
**#1 in the world for international trade**



ASU ahead of Harvard, Penn (Wharton) and IMD  
— QS International Trade Rankings, 2024

**#1 in the U.S. for innovation**

ASU ahead of MIT and Stanford  
— U.S. News & World Report, 9 years, 2016-24



## Who should attend?

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

## Program format

The MLM-GCI course schedule is a hybrid mix of in-person class sessions and asynchronous online learning modules that students can take at their own pace. Nine of the ten courses take place at the ASU California Center, located in the historic Herald Examiner Building in downtown Los Angeles, and one course is conducted at Thunderbird's new, most technologically-advanced Global Headquarters in downtown Phoenix, Arizona.

## Curriculum

### Fall

- Creative Industries Career Boot Camp
- Communicating & Negotiating Across Cultures in Global Creative Industries
- Leadership in the Global Creative Industries
- Entrepreneurship & Sustainable Business in Global Creative Industries

### Spring

- Metaverse & Global Extended Reality
- Creativity & Design Thinking in Global Creative Industries
- Counting Arts & Culture in the Global Creative Industries
- Marketing in Global Creative Industries

### Summer

- Finance & Accounting in Global Creative Industries
- Strategy in a Competitive World

## Application deadlines

- **October 30:** Early consideration
- **November 30:** First-round
- **January 30:** Second-round
- **March 30:** Third-round and international student deadline
- **June 30:** Final deadline

## 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)

- Submission of the online application, including:
  - Resume documenting professional and academic history
  - One essay responding to an application question
  - Contact information for one professional or academic reference
  - Official transcripts from all previously attended undergraduate and graduate institutions
- Admissions interview(s)

APPLY NOW  
[Thunderbird.asu.edu](https://Thunderbird.asu.edu)



Contact us: +1 602-496-7100 | [admissions.tbird@asu.edu](mailto:admissions.tbird@asu.edu)