

Message to Students:

This is the eleventh year we are offering this course. It is called: **Managing the Broadcast & Digital Worlds, *Strategy and Change in Television and Online Media.***

The course is taught by Visiting CTV Professor Douglas Barrett. Mr. Barrett is a leader in the film and television industry and the Principal of barcode SDG, an advisory firm. Until recently he was President & CEO of PS Production Services Ltd., a production equipment rental business with operations across Canada. He is a past Chair of the Canadian Television Fund and was formerly the senior media and entertainment partner a major Canadian law firm.

Students will be admitted to the course based their awareness of key issues and relevant academic or business background. It is not necessary to have an in-depth understanding of the broadcast and digital worlds. That is what the course will provide. However, it is valuable for students to have had some exposure to one or more aspects of the environment. Please respond to the questions below.

Send the application to: douglasbarrett@schulich.yorku.ca *and* [copy jzemans@yorku.ca](mailto:jzemans@yorku.ca) *and* kwelsby@schulich.yorku.ca.

Students will be notified as to their acceptance on a rolling basis. For MBA students, permission to register for will be sent to student services in batches. Students will generally hear of their acceptance within a week of application. Please note that space is limited.

APPLICATION
ARTM6340.03 / CMCT 6340 3.0 / CC8844
Managing the Broadcast & Digital Worlds
Strategy and Change in Television and the Online Media

Name: _____
Program: MBA ComCult Other: _____
Student number: _____
Phone number: _____
Email: _____

Please answer the following questions:

1. Describe any academic or business background that prepared you for this course.
2. Identify two significant issues in broadcasting today and assess their significance in no more than 150-200 words each.
3. Why do you want to take the course; what are you looking to get out of it?