

Entertainment Marketing Challenge (25% of the final Grade)

Deadline December 15th 2018, 5 PM, Digital document, Upload to Google Drive

Group Assignment

Interview a professional working in the Entertainment Industry (Games, Movies, Music).

Prepare interview by making a script. Arrange camera and a good microphone (we need good sound quality). You can rent equipment at the faculty of Communication and Journalism (FCJ) or use your own. Even the skype interview is allowed as long as the content is relevant.

Make an interview of at least half an hour about what the professional does and edit it down to 5 minutes.

The important things:

1. The professional must work in the industry (make his/her living from Entertainment);
2. Your questions must be relevant and to the point;
3. React on the answers by trying to get the in-depth answers;
4. Make sure the quality is as good as possible. Even an iPhone has a great camera. The sound quality is very important;
5. You may interview a professional in your country of origin, even in other language, as long as you translate it;
6. Good luck!