

## Digital Marketing Certificate Course Descriptions & Learning Outcomes

### **Module 1 | Production: Understanding the Generalities**

**Course Offering:** In-Person / Online / Hybrid – six 2.5hr meetings @ twice per week = 3 weeks

**Valued at:** 2 Units

#### **Course Description**

The course will help learners understand the vernacular of the industry as well as the roles people have, so that they will be able to comprehend what is being discussed on productions. The focus will be on motion pictures and television productions. Awareness will be raised for terms such as advance (or float), amortization, Above the Line (ATL) costs, balance sheet, Below the Line (BTL) costs, completion guarantee, journal entry, loan out, locked budget, per diem, petty cash, etc. This course can be taken simultaneously with Applied Production Accounting (Module II)

#### **Learning Outcomes:**

Upon the completion of this course learners will:

- Understand what various positions entail (Asst. Acct, Assistants and Production Clerk, Payroll Accountant etc.
- Understand general entertainment industry accounting terms.

### **Module 2 | Applied Production Accounting**

**Course Offering:** In-Person / Online / Hybrid – six 2.5hr meetings @ twice per week = 3 weeks

**Valued at:** 2 Units

#### **Course Description**

This course will enable learners to gain familiarity with the different software that is required to be able to work on a production. Specifically, they will learn the bookkeeping steps to manage the process toward cost reporting including purchase orders, balancing commitments, closing books, which is a very frequent process in film productions, and estimating coverage. Important tools and programs in the production accounting process will be explored, such as payroll, cost tracking and forecasting, insurance and claims, transitioning into post-production, as well as software including QuickBooks, Budgeting Software, and Wrap Book.

#### **Learning Outcomes:**

Upon the completion of this course learners will:

- Understand basic accounting principles
- Understand the roles and responsibilities in a production accounting office
- Understand the phases of production
- Become familiar with the budgeting process
- Gain familiarity with important tools and programs in the process.

### **Module 3 | Labor and Payroll**

**Course Offering:** In-Person / Online / Hybrid – eight 2.5hr meetings @ twice per week = 4 weeks

**Valued at:** 3 Units

#### **Course Description**

This course will instill the concept and practice of payroll accounting for productions. With payroll and labor being a major part of the budget in film and television productions, learners will be exposed to wage and hour laws particular to the entertainment business; contracts with union productions; collective bargaining agreements; contribution rates for pension, health and welfare funds, and more

#### **Learning Outcomes:**

Upon the completion of this course learners will:

- Be able to act as payroll provider
- Understand the magnitude and complexity of production concerns

### **Module 4 | Production Accounting Internship**

**Course Offering:** On location at one of the major entertainment companies in the area @ 20 hrs p.  
wk for 4 weeks.

**Valued at:** 3 Units

#### **Course Description**

This course will provide learners the opportunity to experience production accounting in action. It will serve as a form of on-the-job training, whereby the learner gets exposed to all the steps, tasks, and intricacies of the job of a production accountant.

#### **Learning Outcomes:**

Upon the completion of this course learners will:

- Be able to take on the job as a production accountant