Case Notes

# Chapter 3: Project Management

# Project Management in the Movie Business

## Case Summary

*This case explains how the concepts of project management can be applied in the movie industry to ensure a successful movie production.*

Case Analysis *This case illustrates the importance of project management to the movie industry. It relates project management ideas and concepts to the production of movies. Specifically, in order to create a profitable movie to satisfy the demanding tastes of customers, sound project management techniques are required. For example, the goals and constraints of the movie must be identified so that the movie-making process can be related closely to the four stages of a project life cycle model for proper management.*

## Sample Answers to Case Questions

1. Of the four measures of project success, which do you consider to be the most important for a movie project? Why?

Of the four measures of project success, namely, time, cost, quality, and customer satisfaction, the most important for a movie project is customer satisfaction. Without customers embracing and watching the movie, the project is a flop no matter how much time, cost and quality are invested in it. This explains why box office performance of a movie is such a highly sought measure to gauge the success of a movie project.

2. 2. Consider the following activities of a film. Using this information, construct a project activity network:

L

K

J

I

H

G

F

E

D

A

C

B