

100 YEARS OF MAGIC: THE DISNEY LEGACY AND INFLUENCE

How did Walt Disney's life and vision shape the creation of an entertainment empire? How did early challenges influence the company's identity and creative output? And how did Disney grow into a global powerhouse? This course explores these questions and more as we delve into the 100-year history of the Walt Disney Company, tracing its evolution from humble beginnings to a global entertainment giant. Topics include the rise of Disney animation and theme parks, the company's 1990s revival, and the strategic acquisitions that transformed Disney into a media conglomerate. We will also examine Disney's future and gain insights into what it's like to work behind the scenes at the company. Throughout the course, we will consider diverse perspectives—from those who revere the Magic Kingdom to those who critique it and everywhere in between. This course offers a comprehensive look at how Walt Disney's vision became a cultural force shaping today's entertainment industry.



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YOUR INSTRUCTOR: Maria Massad



Maria Massad is a seasoned marketing leader and storyteller with a lifelong connection to the magic of Disney. Early in her career, she contributed to PBS's acclaimed *American Experience*, a Walt Disney documentary, helping bring Walt's visionary story to life for audiences nationwide. Massad also served on the leadership team of *The Walt Disney Birthplace*, where she led digital marketing and strategic partnerships to preserve and celebrate the Disney brothers' legacy. With an MBA from the University of Chicago Booth School of Business, Massad has worked across marketing, media, and storytelling, helping organizations craft impactful campaigns and connect with audiences. Her deep knowledge of Disney's history, combined with her professional expertise, offers unique insights into the company's evolution and enduring influence.

THURSDAYS, JULY 10 THROUGH AUGUST 14

3pm AK | 4pm PT | 5pm MT | 6pm CT | 7pm ET

Each live session is 90 minutes

- Thursday, July 10
- Thursday, July 17
- Thursday, July 24
- Thursday, July 31
- Thursday, August 7
- Thursday, August 14

To register, please contact your local Osher Institute.